

ASUS

Arts & Science



Undergraduate Society

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SERVICES COMMISSION  
STRATEGIC PLAN  
2023-2024

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## Mandate

The Services Commissioner shall be concerned with the student experience and financial aspects of the Arts and Science Undergraduate Society. The Services Commission is responsible for the generation of revenue for the purpose of the Societies activities and future initiatives. The Services Commissioner shall ensure Services are enhancing the student experience for Arts and Science students. As the Services Commissioner, I oversee the operations of ASUS Mentorship Program, ArtSci Formal and Semi-Formal, Exchange Buddies, Good Times Diner, ASUS Jackets, ASUS Peer Tutor, and Imaginus Poster Sale.

## Opening Statement

The Services Commission holds a great potential to be able to enhance the overall experience arts and science students have at Queen's University. The student experience can be positively impacted by both large school-wide events and smaller, more intimate events which can be hosted by Services like ASUS Mentorship Program and Exchange Buddies. While these events can benefit students, they can mutually benefit the society by creating revenues. ArtSci Formal and Semi-Formal not only enhance the student experience by creating a sense of belonging for students, but they also bring in revenue in the form of ticket sales to ensure other Societal activities are able to operate. As the Services Commissioner, I hope to allow all students to find a sense of community within ASUS and attend our wonderfully planned events.

## Services Commission Goals

The Services mandate is to generate revenue and enhance the student experience. This year, I hope to be able to add more events to enhance all students' experiences.

- **Service Commission Events:** This year, I plan to have more events open to all students. Currently, many Services only allow members to attend the events. I hope to be able to have events open to all students to be able to allow more students to experience the wonderful events paid for with student fees. ASUS Mentorship Program, Exchange Buddies, and the ArtSci Semi-Formal will host events open to all Arts and Science students to allow more students to use our services.
- **Supporting Queen's Students:** This year, I want to be able to support Arts and Science students in all aspects of their journey while at Queen's University. I plan to host a Community Job Fair which will support students looking for work while at Queen's. Many students must work to be able to support themselves and by hosting the event with local Kingston businesses, students will be able to connect to the Kingston Community and be able to find a job while at school.

- **Increasing Volunteer Appreciation:** The Services Commission relies on student volunteers to keep the commission going. Without the support of volunteers, Good Times Diner would not be able to feed students, ASUS Mentorship Program would not support first- and second-year students, and various events in the commission would not run. More budget has been allocated to appreciate volunteers and the Services Commission will be hosting the first End of Year Services Banquet for all volunteers. The event will be catered, have a cash bar, and a take-home candy bar. This will serve as a thank you for all volunteers who made the commission run in the year.

### Committee Team Descriptions and Goals

#### **Good Times Diner**

Good Times Diner has had incredible success in the past years however is currently limited by the amount of food we are able to produce each service. We are currently at max capacity with how much prepared food we produce but the need continues to grow.

- **Take-Home Kits:** These kits will follow a similar format to boxes such as *Hello Fresh*. The kit would include everything needed to be able to make a full meal for students. These kits would contain large portions of food which would hopefully allow students to make enough food for two meals.
- **Food Inflation:** Good Times Diner must continue to adapt to increasing costs of food. I hope to find a restaurant supply company such as *Findlay Foods* to support reducing the cost of food to buy in bulk and therefore save money. Buying larger quantities may also help providing more food items in the Take-Home Kits.
- **Sponsorships:** While the Service has had tons of success with sponsorships in the past, sponsorships must continue to benefit Good Times Diner. Increasing sponsorships will allow more funds to be spent on food costs lowering the impact of food inflation. This year, I hope to have at least 25% of services having a partnership by creating a sponsorship package which can be sent out.
- **Connection to the Kingston Community:** This year, I hope to offer a sponsored meal service to the Kingston Community. This event would be hosted on the weekend to help strengthen the connection of ASUS to the Kingston Community. The goal of the event is to allow students an opportunity to give back to the City of Kingston residence.

#### **ASUS Peer Tutoring**

ASUS Peer Tutoring has just joined the Services Commission this year! The service offers an online directory which could have improvement to the user experience. At the current position of [tutor.queensasus.com](http://tutor.queensasus.com), the website can be confusing if a student does not have prior knowledge of the program.

- **Tutor.QueensASUS.com:** Improvements must be made to the website to ensure students can understand the purpose and how to use the Service. A home page with instructions will be added to allow students to go on the website and understand the concept of the directory service. Further improvements will be made to increase accessibility and visual appeal of the website.

- **Income to Tutors:** Tutors can only charge \$16.55 per hour to be posted on our online directory. This regulation is in place to ensure the financial accessibility of the service. Tutors may depend on the income while at Queen's. Increased marketing in the form of posters and boothing will occur to ensure tutors are able to connect with tutees. The goal would be to have 200 tutees registered on the website looking for tutors to increase available work to tutors.
- **Supporting all Students:** Tutoring is often an ongoing meeting for tutors and tutees. While this is successful, some students may simply have a question or two that need to be answered before a final exam. This year, I hope to implement drop-in sessions where ASUS will pay tutors to be available for students to drop in prior to final exams. These sessions will allow for students to drop in, talk with a tutor, and get some final questions answered by a qualified tutor.
- **Outreach:** Queen's tutors have a wealth of knowledge and expertise in the courses they tutor in. This knowledge can be utilized to support high school aged students in the Kingston Community. The program will be expanded to allow high school students access to our directory to be connected with qualified tutors. Tutors will undergo a background check prior to being able to be posted for high school students. Marketing will also be produced in rave cards which will be distributed to local high schools. By increasing outreach to high schools, it will increase the income to tutors and connect ASUS to the Kingston Community.

### **ASUS Mentorship Program**

ASUS Mentorship Program provides great connection to first- and second-year students while at Queen's. The program allows for students to form relationships with upper year students which can last the whole time while at Queen's. The program is great for students who register during the registration period but may limit students who want to still attend social type events.

- **Open Events:** This year, the program will offer larger social type events where any student can attend; not just those who have been matched with a mentor. This will allow for more students to drop-in and use the program and learn more about ASUS and have a support system in place.
- **Monthly Socials:** The program relies on Mentors taking the initiative to reach out to their Mentee to form a relationship. This year, more pressure will be placed on Mentors to ensure relationships are formed but monthly socials will also be hosted to ensure Mentees can also form relationships with each other. Mentees should create connections with those who are in the same course or residence building and by hosting monthly socials, the program will facilitate mentee to mentee relationships.
- **Increasing Mentors:** This year, the program is aiming for at least 60 mentors. Mentors will be fully trained to ensure they can best support mentees. Many mentors offer to take on up to three mentees meaning more first- and second-year students are able to be matched and form long-lasting relationships with their mentors.

### **Exchange Buddies**

Exchange Buddies allows for more students on campus to feel connected to the Queen's Community. The program must connect out to all Arts and Science students to have success and should have a strong relationship with the International Programs Office at Queen's.

- **Building the Relationship with the International Programs Office:** Exchange Buddies must maintain a strong relationship with the office to ensure events are being advertised and catered to international students. In hopes of building the relationship this year, the Co-Directors will attempt to have regular meetings with the office to be able to utilize the resources they have to support students.
- **Connect All Queen's International Students:** While Arts and Science has tons of international students, other programs also have a large number of international students. This year, the program will work with other similar programs with sibling faculty societies to help connect even more students together. The International Banquet being hosted again this year will have tickets for international students from other societies available for a nominal fee. I hope to sell at least 50 tickets to non-ArtSci international students.

### **ArtSci Formal**

ArtSci Formal is a long-awaited yearly event taking place for graduating students at the end of the winter term. The event is great for graduating students but many non-graduating students desire to attend every year.

- **ArtSci Semi Formal:** This year, we will host the ArtSci Semi Formal taking place at the end of the Fall term. The event will host 800 students in all years. This will feature a drink ticket and cash bar, catering, and a DJ. The event will bond all ArtSci students together after a busy fall term!
- **Ensuring Ticket Sales:** Tickets sell out at an incredible fast rate every year for the ArtSci Formal. This year, we will have 300 tickets each night to allow as many students as possible to attend. The event has tight profit margins so extra work will be put into marketing ensuring a strong social media presence, in person ticket sales in the Queen's Centre and outside the ASUS House, and posters will be put around campus. With the increase in marketing, I expect to be able to sell out both nights.

### **ASUS Jackets**

ASUS Jackets is an incredibly successful service bringing in a large revenue to the society. Jackets are a long withstanding tradition that all students should know about. It is important to ensure new students are aware of the background of jackets and the importance to the tradition of being a Queen's student.

- **Increase Knowledge for Sibling Societies:** ASUS Jackets oversees Health Science, Computer Science, Concurrent Education, and Physical Health and Kinesiology jackets in addition to the Arts and Science jackets. This year, I plan to utilize other societies to ensure their members are also purchasing jackets to increase revenues. Rave cards have been inserted into the Health Science orientation kits and Jackets will have a booth at an orientation event. Further communications with each society will happen to have faculty specific marketing.

- **Sell 450 Leather and 50 Vegan Jackets:** This year, we have set a large goal of selling a total of 500 jackets. This will be achieved by offering multiple in person fittings to allow for students to be able to purchase a jacket in the Fall and Winter terms. To ensure jackets are accessible, I plan to send the financial aid application to everyone who indicated interest. In prior years, students have had to find the application themselves which may have meant students were unable to afford a jacket and therefore losing a sale. This will increase the total number of jackets sold while ensuring students are able to access the financial aid which has been allocated for the purchase of jackets.
- **Improve Logistics:** This year, I hope to implement more quantifiable logistics to keep track of inventory of supplies for Jackets. We have many bars, crests, and numbers for Jackets but do not currently have an up-to-date inventory of products. I hope to utilize current programs such as QuickBooks or Shopify to have better inventory controls to ensure we stay in stock of all products for students.

## SWOT Analysis

### Strengths

- Past Knowledge of Services
  - Many students are already familiar with many services from marketing efforts in prior years. Services like Good Times Diner, Jackets, and ArtSci Formal already are well engrained in student life.
- Variety of Events
  - The Services Commission hosts a wide variety of events. These events cater to the needs of many students with larger, bigger events like Semi-Formal and smaller, more intimate events like movie nights.

### Weaknesses

- Logistics
  - Many Services are lacking proper logistics which is costing the society money. For example, a few Jacket orders were not in the proper measurements and ArtSci Formal had paper guest list with rumors that some attendees did not buy a ticket to the event. Logistics need to be improved to ensure that mistakes are not costing the society money.
- Volunteer Engagement
  - All the Services require many volunteers to ensure events are properly planned and executed. This can be a challenge for certain Services like Good Times Diner and ASUS Mentorship Program where they require a large number of volunteers to be able to run their Service.

### Opportunities

- Expanding Services

- Services will all be expanding this year to host more events. This will allow for more students to be involved in our Services, increase knowledge, and positively improve the student experience.
- Hosting Larger Events
  - To ensure our events are staying interesting and being executed at a high level, more funds have been allocated to events. This will ensure they can be catered to more students to expand our Services.

### Threats

- Signup Requirements
  - Many Services require sign ups at specific times to be invited or reserve a spot at an event. This year, more thought will be put in for Good Times Diner to ensure more students have access to the meal services. For ASUS Mentorship Program and Exchange Buddies, signups will continue on an ongoing basis for events to ensure students can always join at an event.
- Competing Services
  - Many other programs exist on campus very similar to ASUS Services. It is important to emphasise the impact our Services has on our students to ensure our students who are funding the Services are utilizing them.

### Timeline

#### September

- Finish Hiring Executive Teams for Services
- Hire More General Volunteers
- Promote All Services at Sidewalk Sale
- ASUS Mentorship Program Mentor Training
- ASUS Mentorship Program Social Event
- Exchange Buddies Program Promotion
- Exchange Buddies Pizza x Pier Event
- Good Times Diner Volunteer Trainings
- Good Times Diner First Meal Service
- Jackets In-Person Fittings at Sidewalk Sale
- Jackets In-Person Fittings in the ARC
- Imagnus Poster Sale

#### October

- ASUS Peer Tutor Promotional Boothing
- ASUS Mentorship Program Social Event
- Exchange Buddies Social Event
- Exchange Buddies Friends Giving
- Good Times Diner Services Wednesdays and Sundays



- Jackets Look Book for Winter Sale Period
- Finalize all ArtSci Semi-Formal Plans

#### November

- ASUS Peer Tutor Drop In Tutor Sessions
- ASUS Mentorship Program Social Event
- ASUS Mentorship Program Drop In Tutor Sessions
- Exchange Buddies Social Event
- Exchange Buddies at Kingston Frontenacs Hockey
- Good Times Diner Service Wednesdays and Sundays
- Jackets Preparation for Distribution
- ArtSci Semi-Formal (November 24<sup>th</sup>)

#### December

- Good Times Diner Service Wednesdays and Sundays
- Jackets Distribution

#### January

- ASUS Peer Tutor Boothing for Promotion
- ASUS Mentorship Program Mentee Registration and Promotion
- Exchange Buddies Program Promotion
- ASUS International Banquet
- Good Times Diner General Volunteer Hiring
- Good Times Diner Volunteer Trainings
- Good Times Diner Services Wednesdays and Sundays
- Jackets In-Person Fittings in the ARC
- Imaginus Poster Sale

#### February

- ASUS Mentorship Program Social Event
- Exchange Buddies Social Event
- Good Times Diner Service Wednesdays and Sundays
- Finalize all ArtSci Formal Plans

#### March

- ASUS Peer Tutor Drop In Tutor Sessions
- ASUS Mentorship Program Social Event
- ASUS Mentorship Program Drop In Tutor Sessions
- Exchange Buddies Social Event
- Good Times Diner Service Wednesdays and Sundays
- Jackets Preparation for Distribution
- ArtSci Formal (March 22<sup>nd</sup> and 23<sup>rd</sup>)

April

- Jackets Distribution
- ASUS Services Banquet

### **Collaborating with the General Manager**

Sean Thompson, the ASUS General Manager, plays an incredibly large part in our Jackets logistics. This year, I hope to work closely with Sean to improve the logistics of Jackets to ensure a smoother system for all orders. Sean understands Jackets inside and out and is incredibly knowledgeable and helpful in ensuring the Services success each year. Logistical improvements will include implementing accurate inventory controls on QuickBooks and Shopify to ensure all items are currently in stock, sending confirmation emails to all orders to ensure their sizing is correct, and creating a smoother pickup process to ensure all jackets are picked up by their owner. The addition of the new logistics should mean that less errors are occurring which are ultimately costing the society money.

### **Closing Thoughts**

The Services Commission is gearing up to take on tons of initiatives and bring some new ones in too! This year, a large emphasis has been added to create events that will benefit and enhance the student experience. I believe with the upmost importance that ensuring student dollars are going back to students in the form of events is an incredibly large role the Services Commissioner plays each year. These events would not be possible without the funding from students, and I plan to ensure that events are being catered to students with that in mind.

I hope to be able to expand the Services, enhance the student experience for arts and science students, and generate revenue for ASUS. I plan to work hard to ensure all three aspects of the Services Commissioner role are fulfilled to the highest level.

Best,

**Cole Olidis**  
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