

USC Foundation

Karla Pacheco and Jeff Armour,
Western USC

<http://usc-foundation.com/>



GRAD Photo Revenue

Christine Williams - NCSAC Student services Manager



Niagara College Student
Administrative Council
student life defined

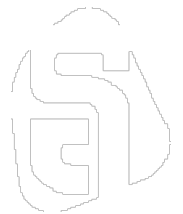
Grad photos as a Revenue Generator

- NCSAC has operated grad photos through the year for 20 years
 - Revenue used for investment in SA operations
- NC Alumni operates grad photos at Convocation ceremonies for 20 years
 - Revenue used to support Student Scholarships & Bursaries



Grad photos as a Revenue Generator

- NCSAC revenue was approximately \$5,000-\$7,000 annually (sitting fees)
- NC Alumni revenue was approximately \$5,000-\$7,000 annually (package sales)



Repurposing of NC revenue

- Approached NC Alumni to become the exclusive photography company on campus
 - Advanced sittings and day of Convocation
- Proposed a repurposing of NCSAC Scholarship & Bursary funding to add \$5,000 into additional Alumni Scholarships & Bursaries (in their name)



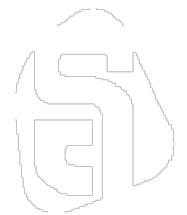
Win / Win

- NCSAC doubles our revenue NOW \$10,000 - \$14,000 annually
- NCSAC is the exclusive provider of Grad Photos on campus year-round
- NC Alumni maintains their Scholarships & Bursaries through different funding model
- NC Alumni doesn't have to do the work with photographer
- LESS CONFUSION FOR STUDENTS!



How you can implement

- Look for contractual win/wins
- Amalgamation of services to increase revenue and decrease redundancy
- Get creative with contracts and services



Thanks!

Christine Williams

NCSAC Student Services Manager

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Revenue Generation/ Cost Savings

Mario DiCarlo, Seneca Student
Federation

Services – On Campus Training need for Academics

**STANDARD
FIRST AID
& CPR/AED
CERTIFICATION**

**ONLY \$70/Fee Paying Students
\$100/Non Fee Paying Students**

Regular \$180 -
Additional \$10 for HCP

MONDAY/TUESDAY
Oct. 21st-22nd

Brought to you by

SSF SENECA
STUDENT
FEDERATION

**MENTAL
HEALTH
FIRST AID**

OCT 24 - OCT. 25, 2019

\$40/Fee Paying Students
\$60/Non Fee Paying Students
Limited Seats

Sign up in the SSF office MH1500

Discounted food and beverages



SSF SENECA STUDENT FEDERATION

50%

Tuesday Toonie Chicken!

Northern Hive
12Pm




50%

Bubble Tea Wednesdays!

Northern Hive
12pm | \$2.00/\$3.00

SSF SENECA STUDENT FEDERATION



50%

INDIAN CUISINE THURSDAYS!

MH NORTHERN HIVE

12PM

SSF SENECA STUDENT FEDERATION

Cost savings

- Eliminated council positions at one campus
- Went cashless in all offices – eliminates the need for cash reconciliations at the end of each shift
- Moved from subsidizing off campus trips to cost recovery
- Scaled down FROSH
- Earmarked parts of fees revenues for certain projects

points

a kumar patel presentation

what's the point?

what can you union earn?

miles or cashback?

extra stuff

corporate card

vs

consumer card

vs

small business

who provides the card?

the end

Steal this idea

Expanding Revenues Outside Daily Business
Operations

SSU *sheridan
student
union*

Dan Casey

Senior Manager - Operations & Hospitality

- 15+ years managing hospitality & food service operations on campus
- Working with Sheridan since 2010
 - Oversee hospitality & building operations at Oakville & Brampton Student Centres
 - New building under construction at Mississauga campus; opening Fall 2020
 - Currently lead 6 food service operations including 2 full-service restaurant/pubs, 2 coffee houses, SU-owned Booster Juice franchises, 2 management teams, catering operations, and over 130 part-time student staff
 - By Fall 2020 we will have 10 food service outlets with over 150 employees
- Current Chair of CHMA (Campus Hospitality Managers Association); member since 2005
- Previously worked with SA's at SAIT (Calgary) and Carleton University (Ottawa)

Booster Juice Franchise

- Excellent store development program with low start-up cost
- Varied menus based on service requirements (smoothie-only, food menu, etc.)
- Full service consulting, design, construction, management & staff training
- 2 units in operation (Oakville & Brampton); 1 under construction (Mississauga)
- Outlet independence; not reliant on much additional infrastructure
- Limited day-to-day supervision required
- Great margins; low product costs, and low staffing model
- Ability to operate extended hours, weekends
- Possible catering opportunity?

Catering Services

- Excellent revenue potential outside of day-to-day business operations
- Seamless service model with our existing operational requirements (prep, ordering, set-up, service, etc.)
- Higher margins due to scale of service; limited additional labour costs
- Affords us extra hours to distribute to our staff; auto-grat encourages staff to jump on available shifts
- Organic growth – every event leads to more opportunities
- Push for venue use during downtime (summer, reading weeks, weeknights, weekends)
- Open Book Management - have the guest involved in all aspects of planning, menu design, budget consultation, etc. to encourage buy-in and easy promotion



www.thesanctuary.ca

The Sanctuary Church – Oakville

Oakville Campus – commercial tenancy with a local church group

Exclusive use of facility on Sundays from 8am to 2pm

Long-term relationship that is easily managed with limited additional cost

Income in excess of \$40-50k/annually with rent, catering, spin-off bookings



www.insmarket.ca

INS Market - Brampton

Converting 250sq ft of unused space

5yr term starting January 2020 with option to extend

Minimal start-up cost; lease covers most construction & outfit costs

Income in excess of \$200k over the course of the term

Ability to offer service to students off-hours at no cost to the SU



THANK YOU!

Dan Casey – Sheridan Student Union

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(905)845-9430 x2050

SSU

Advertising Revenue Opportunities

Carol Balzer, Fanshawe Student
Union

Coupon Book

2018

- \$7370.00
- 15 new advertisers

2019

- \$3490.00
- 5 new advertisers

COUPON BOOK



THE **ONLY** COUPON BOOK ON FANSHAWE COLLEGE CAMPUS.

IT'S FALCON AWESOME!

Fanshawe College welcomes 9,000 first year students each September. These students can't wait to explore the city, make new friends and make the most of this new found freedom! We believe this market segment will be vital to your success!

DO YOU HAVE A FALCON AWESOME DEAL?



SIZING

Each full colour coupon is 7.5" x 3.25" and can be single or double sided. The coupon book is approximately 60 pages.

DISTRIBUTION

6,000 coupon books will be printed, with a one year shelf life. Coupon books will be distributed to students in our September Frosh Kits, handed out during September, January and May Orientation events and will also be featured on our website and social media for one year.

www.fsu.ca/falcon-deals

OPTION A:

Double-sided printed coupon in coupon book & online coupon for one year on fsu.ca/falcon-deals

ONLY \$399

OPTION B:

Single-sided printed coupon in coupon book & online coupon for one year on fsu.ca/falcon-deals

ONLY \$349

OPTION C:

Online only coupon for one year on fsu.ca/falcon-deals

ONLY \$249

PRINT BOOKING DEADLINE MAY 24, 2019

PRINT ARTWORK DEADLINE JULY 10, 2019



@fanshawesu • fsu.ca

Deena Griffin, Advertising Coordinator
Fanshawe Student Union Publications Office
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Navigator


2019 (new printing)

\$11,150.00


NAVIGATOR

A Student's Guide to London and Area







FULL PAGE
7" w x 9.875" h




HALF PAGE
7" w x 5" h



1/3 SQUARE
4.5" w x 5" h



1/3 VERTICAL
2.125" w x 9.875" h



1/6 HORIZONTAL
4.65" w x 2.25" h

Every year, thousands of students make London their new home but there is more to the Forest City than just good schools! It is a must-visit destination in Ontario for **local and international travelers** alike and we want to showcase that!

The NAVIGATOR, a **Student's Guide to London and Area** is a **full colour, glossy magazine** that makes for the perfect companion for **students and parents** to discover the best spots to visit, places to stay and things to do in London for the **complete college experience**.

We are your direct access to more than **22,000 students and their families** through print and digital platforms. Join us and be a part of the college experience!

32 Pages | Full Colour Magazine | 10,000 Copies

Full Page	\$899
Half Page	\$499
1/3 Vertical or Square	\$399
1/6 Horizontal	\$199

PREMIUM POSITIONS
For inside covers and premium positions, add 15% to published rates. For the outside back cover, add 25%.

BOOKING DEADLINE **ARTWORK DEADLINE**
APRIL 26, 2019 **MAY 10, 2019**

DISTRIBUTION DATES:

JULY 2019

- Fanshawe College Head Start/Campus Tours
- Clients/Advertisers/Local Businesses

AUGUST/SEPTEMBER 2019

- Orientation Events
- 1500 Frosh Kits
- 1600 Residence Rooms
- The Biz Booth

NOVEMBER 2019

- Fanshawe College Open House/Head Start
- Clients/Advertisers/Local Businesses

JANUARY 2020

- Orientation Events
- Interrobang Newspaper
- Clients/Advertisers/Local Businesses

MARCH 2020

- Fanshawe College Open House

@fanshawesu · fsu.ca

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Handbook/Orientation/Calendars

Calendar:

- winter, summer, fall
- revenue approx. \$1000-\$1300 each

Large Hallway Calendar

- revenue approx. \$4500/year

Handbook:

- revenue approx. \$50,000/year

Orientation:

- table revenue \$14,000(Fall)
- sponsorship revenue \$20,000 (Fall)

Do you offer Nonprofit Pricing ?

Pratik Patel, WUSA

Techsoup Canada

- TechSoup Canada is a team of 9 people dedicated to empowering charities, nonprofits and libraries with the effective use of technology.
- Qualified nonprofits can order donated and discounted software, such as Microsoft Office and Bitdefender Antivirus, for a very low administrative fee.

Software	External Price	Techsoup Canada Price / Admin Fee
Office Standard	\$569.00	\$40.00
Windows Server Essentials	\$739.00	\$52.00
Visio Standard	\$459.00	\$28.00
SQL Server Standard Edition	\$4,466.00	\$92.00
Acrobat Pro 2017 Windows / MAC	\$599.99	\$76.00

Products for nonprofits by Google

- **G Suite Basic for Nonprofits**

- Basic \$6/user per month – Free for Nonprofits
- Gmail, Docs, Calendar, Drive, Hangouts Meet and more

- **Google Ad Grants**

- Ad Grants provides access to \$10,000 USD of in-kind advertising every month for text ads.

- YouTube Nonprofit Program

- Google Maps Platform credits

G Suite Basic for Nonprofits

- Gmail
- Hangouts Meet and Chat
- Calendar
- Groups
- Google+
- Drive – 30GB per user
- Docs
- Sheets
- Slides
- Forms
- Sites
- Admin

Products for nonprofits by Microsoft



Productivity applications

Empower your employees with tools for better collaboration. Get started today with Microsoft 365 Business, Office 365, Dynamics 365, and Power BI to help increase productivity and creativity in your organization.



Azure credits

Offset IT costs with integrated services. Access analytics, computing, networking, storage, and more with Microsoft Azure cloud services.



Hardware

Get Microsoft Surface devices to help you accelerate your mission and enable your staff to work how and where they want.



LinkedIn for nonprofits

LinkedIn for nonprofits provides organizations the most effective way to leverage their networks to drive mission-level results. LinkedIn can help you recruit and retain talent and raise awareness to achieve your mission.



GitHub for nonprofits

GitHub is a development platform inspired by the way you work. From open source to business, you can host and review code, manage projects, and build software.

OFFICE 365 Business

Microsoft 365 Business

Microsoft Corporation

- Stay up-to-date with the latest versions of Word, Excel, PowerPoint, and more
- Connect with customers and coworkers using Outlook and Exchange
- Manage your files from anywhere with 1TB of storage on OneDrive for Business
- Guard against unsafe attachments, suspicious links, and other malware
- Apply security policies to protect business data on personal and company-owned devices

Compatible with Windows 10 Pro. Windows Home is not compatible. All languages included.

Talk to an expert

To speak to a sales expert, call 855 270 0615. Available Monday - Friday 6am - 6pm PST.

CAD \$25.60 user/month
with annual commitment

[Buy and download](#)

Plus applicable tax

Microsoft 365 Business (Nonprofit Staff Pricing)

An integrated product for SMBs to access productivity tools, manage their productivity platform, and protect data across devices. For organizations with up to 300 users.

Starting at
CA\$6.40 user/month

Subscription options

- CA\$6.40 user/month
- CA\$76.80 user/year

[Buy](#)

[Get free trial](#)



Purchased

Microsoft 365 Business (Nonprofit Staff Pricing) Donation

Active

\$0.00 user/month

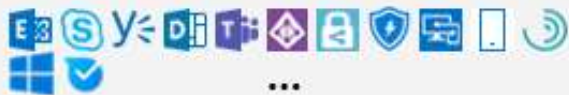
Next billing: October 15, 2020

10 users purchased

Office 2016 desktop & mobile apps



Office 365 services



Purchased

Office 365 E1 (Nonprofit Staff Pricing)

Active

\$0.00 user/month

Next billing: January 25, 2020

500 users purchased

Office 2016 desktop & mobile apps

Not included

Office 365 services



Durham College Students Inc.

WE'VE GOT YOU COVERED



How SAs can Effectively Utilize their Legal Counsel

- Presenters:
 - Faris Lehn – DCSI General Manager.
 - Charles Wilson – DCSI Operations Manager.
 - Matthew Joseph – DCSI Legal Counsel and former director.

Budget for Legal Costs Appropriately

- There are 3 common budgeting pitfalls for SAs:
 1. Too many lawyers!
 2. Budgeting too little for legal/not being realistic with costs.
 3. Not understanding their insurance coverage.
- These are 3 ways to counter these pitfalls:
 1. Amalgamate your legal advisors. Find a general counsel.
 2. Build budgets with projects in mind; also, build reserve funds for legal.
 3. Have a better grasp on using insurance policies.

Building a Template Database

- Templates are best used for HR related matters.
- There are also online programs that generate templates such as: **Humanica** and **HR downloads**.
- Knowing when/when not to use a template can be difficult.
 - Appropriate for a template:
 - Part-time employees\ General employment agreements;
 - Volunteers; and
 - Offer Letters.
 - No appropriate:
 - Termination;
 - Hiring senior level employees; and
 - Policies.

Asking the Right Questions

- Ask for reporting letters/emails for record keeping.
- Don't hide things from your lawyer; it will only cost you more down the road.
- Ask for research results/memos.
- Understand how your lawyer bills: Flat fee vs. hourly billing.
- Review retainers annually.

Let's Connect

