

MINUTES

AOSC/CFS-S

BOARD OF DIRECTORS

2ND MEETING

82-S-001.07

MINUTES

Second Meeting

The Association of Student Councils/
Canadian Federation of Students-Services
Board of Directors

December 4, 5, 6

Carlton Inn, Toronto

1. Roll Call

Present:

Alex Daschko	(Chairperson)
Darlene Fichter	(Saskatchewan)
Rod Hurd	(Executive Director)
Donna Hardy	(Newfoundland)
James B. Hollis	(B.C.)
Eleanor MacDonald	(Ontario)
John MacDougall	(P.E.I.)
Dawn Noyes	(Alberta)
Terry Palmer	(Treasurer)
Tim Rigby	(Manitoba)
Charmaine Schenstead	(CFS)

Absent:

Cathy Hagan	(Nova Scotia)
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Also Present:

Darlene Bodach
John Doherty
David Jones

2. Agenda

Daschko/Fichter
To adopt the agenda

CARRIED

3. Welcome

Alex Daschko, Chairperson of AOSC/CFSS
welcomed everyone present and introduced the
members of the Board and guests.

4. Minutes

Fichter/Noyes
To adopt the minutes of the first AOSC/CFSS
Board Meeting of October 18 as presented.

CARRIED

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5. Orientation

David Jones presented an orientation to AOSC and CFSS including the development of AOSC, CUTS, its programmes and changes in structures leading up to the founding of CFS.

6. Board Functions

Discussion took place covering various aspects of Board Communications structures, and operations, including the Board letter, meetings, the responsibility of the Board and the resources available to the Board.

It was decided that the CFSS Board letter should be sent to the Chairperson of CFS and the CFS Offices as well as to the Board. In turn the chairperson of CFSS and the CFSS head office will receive the CFS Central Committee letter.

The Board discussed the concept and functions of an executive committee of the Board.

7. Reports

Alex Daschko reported on his activities since the AGM. He noted that correspondence has been sent to the membership to introduce the new Board. The staff of CUTS have received a letter introducing members of the Board as well as the basic concept of CFS. A notice calling for nominees to run in the CUTS Board election has been sent out to all CUTS staff.

Alex suggested that as most of the Board members are new, reports should include some discussion of the role each Board member sees for themselves in their region. Reports and further discussion took place. The CUTS report was moved to #10 on the agenda.

8. Structures

David Jones presented a background to the structural development of CFS and CFSS as well as the theory behind the approach to restructuring.

a) CFSS incorporation

It was reported that CFSS will be applying for incorporation as a non-share capital corporation under federal license. This application was awaiting a letter of consent from CFS for use of that name. Charmaine Schenstead reported that such a letter was forthcoming.

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8. Structures
(cont'd)

It was pointed out that each voting member must make written application to CFSS for membership.

b) CFSS Corporate Structures

The Board reviewed the structures as outlined in the CFSS By-Law. Some suggestions for change were noted. It was suggested that By-Law review should take place to cover any problems with the new By-Law.

Discussion took place regarding structures for input from provincial organizations. It was suggested that each Board member could head a services committee in their province to assist in the implementation of national or provincial services programmes.

c) AOSC/CFSS Rollover

The agreements and other arrangements for the legal changeover from AOSC to CFSS, it was suggested, can take place fairly quickly. What must however, be judged is the period of time by which the Board feels programmes and their administration should be shifted to CFSS. This shift leaves AOSC as an empty shell. The other consideration has to do with the shift in AOSC members to membership in CFSS. Should a minimum be set on this?

It was suggested that a schedule of legal changes be drawn up and that with a successful recruitment campaign carried out over the spring and summer, that October of '82 could be a possible goal for complete rollover into CFSS. This will have to be judged according to the response of the membership in the recruitment drive.

d) CFSS/CFS

Charmaine outlined the structures of the CFS Central Committee as well as how the cross-representation has functioned in the past.

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9. Finances

a) AOSC/CFSS - CUTS arrangements:

David Jones outlined the agreement which exists between CUTS and its parent company AOSC regarding the allocation of expenses and revenues. It was explained that this agreement was drawn up for taxation purposes in an effort to structure inter-company adjustments. It was also explained that the agreement will require AOSC/CFSS to set up a system of recapitalizing CUTS on a yearly basis.

b) Financial Statements

Rod Hurd presented working financial statements for AOSC and CUTS covering the first quarter of the financial year.

c) CFSS/AOSC Budget

Rod Hurd presented the budget outlining each item.

10. Ongoing Projects

a) CUTS Report

Rod Hurd reported that with the acquisition of a license to sell travel in Quebec, CUTS has now nine offices. A committee will be established to monitor the Quebec operation.

Transatlantic flights remain a strong product this year. The Vancouver-Toronto, and Edmonton-Toronto charter series is twice as large as last year and is selling well. This summer a programme of trips to China will be set up by CUTS. This will represent the first series of individual travel programmes into China.

Rod explained other programmes and activities of CUTS over the last year.

Priorities for the establishment of new CUTS offices were discussed. Questions as to how CUTS can serve students in cities where no CUTS office exists were raised. It was explained that attempts at referral services, toll free lines, and mail order business are being made.

Promotion is a key issue for CUTS in the coming year. Discussion took place regarding the Canadian Student Traveller.

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10. Ongoing
Projects

b) International Student Identity Card
Discount Scheme.

Background to the programme was presented. Discussion of new directions such as the joint ISIC-CFS card, add-on stamps for specific services, new marketing techniques, joining with a consumer guide, and others took place.

The Board agreed that a serious concerted attempt must be made to solicit discounts.

The issuing of the joint ISIC-CFS card was discussed. There have been problems at Carlton University mostly due to a lack of communication and understanding as to who had responsibility for different aspects of the distribution. The situation was rectified when AOSC/CFSS staffed a distribution system.

Policy areas such as part-time students and one semester students were discussed. Part-time students will receive a card but it may not be validated. Semester students may receive a card but to have it validated will have to pay the supplementary .50¢.

Distribution for next year was discussed including ideas such as direct mailing the blank cards, handing them out in registration, or in student union info packages. A system will be decided upon and a detailed manual produced for the spring conference.

It was agreed that the policy of student unions being responsible for the validation and distribution will remain in effect.

What to include on the Card was discussed. Opinions from CFS and provincial components will be solicited.

c) Student Work Abroad Programme

Rod Hurd presented the background to this project. Discussion regarding this year's program took place. An attempt is being made to allow more students to lobby Manpower and immigration to allow more students to work in Canada during the summer. As well, the program will be expanding to new destinations. A pro-

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10. Ongoing
Projects
(cont'd)

motion tour will take place on campuses early in the new year.

d) Direct Mail

David Jones presented the background. The program establishes a communication vehicle for AOSC/CFSS, CUTS, and other student organizations. This year three mailings are planned. The first will be sponsored by the Financial Post, the second by Grad Credit Kit, and the third by Time Magazine.

The timetable on assembling the list is very important to allow a proper time period for students to opt out of the program. Lists must be in by January 15, 1982.

It was stressed that wherever at all possible, all mailings should include information from a student association. It was recognized, however, that the printing costs are high.

Motion: Noyes/Hardy

"That the Direct Mail Program continue to operate as a CFS information distribution service, and that the sponsorship program continue to finance the distribution of CFS information to students. Further, BE IT RESOLVED that the measures be taken to attempt to make the Direct Mail program self-supporting.

CARRIED

e) Debentures

David Jones outlined the debenture program stressing the need to seek new issues as the present debenture issues are maturing. If any new projects are to be initiated, this capital is essential. Discussion took place on details of the program. A new proposal will be drawn up for the new round of solicitations.

Motion: Hollis/Palmer

"That the AOSC/CFSS Board of Directors continue to negotiate debenture issues at as favourable rates as possible, not to excess the comparable rate of interest being offered by banking institutions at the time of negotiation."

CARRIED

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11. New Project a) Entertainment Booking
 Areas

David Jones discussed a paper covering a study done on the feasibility of setting up an entertainment booking service. The paper had been written one year before but the situation, it was explained, has not changed substantially since that time.

Discussion took place regarding the structures and services to be provided. As an interim measure some of the entertainment booking services could be provided through CPS.

b) Insurance

David Jones outlined a proposal which had gone to the AGM of October 1980 for the setting up of a comprehensive package covering students for health, accident, drug, life, fire, contents, tenant and legal insurance needs. The industry however is very tightly controlled and therefore difficult to penetrate.

Information must be collected before more work can be done.

c) Co-operatives

Co-ops are locally organized operations which have potential for supplying students with a variety of services, eg. food, books, clothing, appliances to taxis and fast food service. Such services exist on a large scale in other countries, ie. Janap.

d) Credit Unions

Credit Union services presently exist within the membership of many associations. There are some credit union services available on university campuses also. Information should be obtained to learn more about the potential this service could have for our members.

e) Career Recruitment and Resume Distribution

David Jones presented this topic as a project area which has never before been considered. He explained that there may be a need for services which are supplementary to those provided in this area through existing placement centres. Some research must be done to determine the need for such a

11. New Project
Areas
(cont'd)

service and how it would tie into existing services in this area.

f) Translation Services

Translation services could be provided through making use of the large body of multi-lingual students within our membership. Research should be done to determine the economics of such a service as well as the standards required.

g) Member Services

Data banks were discussed. CFSS should set up an organized data bank service for use by the membership. Some provinces are also doing work in this area so these services must not overlap.

Regional conferences as well as topical seminars were discussed.

Mass production of student directories is being discussed.

12. Canadian
Programming
Service

Peter Behie presented the background to the initiation and development of CPS. He explained that CPS is a lecture bureau designed to develop and encourage Canadians to share their expertise by becoming regular speakers as well as providing Canadian audiences with booking services in the area of speakers.

Peter noted that CPS would like to branch out to develop more involvement with off-campus markets. The support which CPS can receive from the membership is limited to the months which students are on campus. Such diversification will broaden the base of CPS business.

A budget was presented for the year showing the present financial status of the service.

How the Board members could assist CPS was discussed. It was suggested that the Board members could promote the idea of CPS when talking to members in their region. As well, each Board Member should connect any individual with something to offer to the speakers circuit with CPS.

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13. Project
Priorities
(Ongoing)

After much general discussion concerning resources and development directions, the following were set as priorities.

CUTS--Promotion is a priority for the coming year. The establishment of more offices will also be important.

ISIC--A new aggressive campaign should be launched to solicit discounts

--Distribution of the ISIC-CFS card must be structured for fall of 1982 including a manual to be produced and distributed this spring.

--New variations of the ISIC must be sought as well as revising the text of the card which we are responsible for producing.

--Promotion of the ISIC and a concerted effort to boost sales on campuses.

SWAP--Lobby the department of Manpower and Immigration for easing of the restrictions on foreign students working in Canada.

CPS --Diversify the business base of CPS through provision of services off-campus.

--Investigation of new product areas, ie. films, theatre, etc.

--Foster increased support from membership.

DIRECT MAIL--Better utilization of the mailings.

--Emphasis on increasing the informational value of the mailings.

14. New Project
Priorities

a) Insurance

The development of a broadly based insurance program for Canadian students.

Research as to existing programs as well as the legislation governing the insurance industry.

b) Entertainment Booking

More involvement with the campus entertainment community. Search for talent capable of assembling and operating an entertainment booking service. The initiation of regional entertainment booking networks.

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14. New Project
Priorities
(cont'd)

c) Debentures

Develop a schedule for interest rates which is flexible enough to accommodate the present money market forces. A formal presentation must be drawn up which reflects our present position and outlines the need for debentures.

d) Data Bank

The set-up of a structure for acquiring a broadly-based file of information of use to student unions. Consultation with provincial organizations regarding their efforts in this area.

15. Membership
Matters

a) Communication

Discussion took place regarding communication of our structures, programs and potential project areas. The Board felt it had an obligation to inform any of the members who were not at the AGM about CFSS and their options for membership within it. Better communication is required to promote our existing services as well as solicit input into the demand for new services.

An orientation to CFSS is to be drawn up and sent to the members who were not at the AGM.

Board members should communicate with the schools in their region.

b) Recruitment

It was recognized that CFSS as a services organization must maintain as large a membership as possible. A strategy must be developed to

- i) establish a membership status with those schools which are not either prospective or full members.
- ii) to schedule a series of referendums to allow all prospective members the opportunity to become full members of CFS. This will be discussed further at the National-Provincial Meeting in early January.

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16. Staffing

a) Fieldwork

Dawn Noyes suggested that better use could be made of fieldworkers. A session should be conducted to inform these people about the services of CFSS. Each Board Member should discuss this with their provincial organizations.

b) CUTS Staff

Discussion took place regarding the role of CUTS staff in CFSS/AOSC programs. Board Members were asked to work with the CUTS staff in their region and make use of the CUTS Office services.

17. AOSC/CFSS
Executive
Director
Position

Rod Hurd presented some background to the discussions which have been had by past boards regarding splitting the positions of AOSC Executive Director and CUTS President. Presently these are both held by Rod Hurd. Last year's Board suggested splitting these positions in order to allow staff time for work on services outside of CUTS. Discussion took place regarding the financial implications as well as the drastic need for development of programs in 1982.

It was noted that the job description for the Executive Director exists statutorily in the By-Law.

Motion: Schenstead/Noyes

"That the position of AOSC/CFSS Executive Director and CUTS President be split into two separate full-time positions and further that Rod Hurd remain as the President of CUTS."

CARRIED

Motion: Daschko/Palmer

"That the Board accept the resignation of Rod Hurd with an expression of sincere gratitude for his eleven years of dedication to AOSC and the development of student services in Canada."

CARRIED

Motion: Schenstead/Rigby

That David Jones be appointed Executive Director of CFSS with terms of employment to be decided by the executive committee and presented for ratification by the Board.

CARRIED

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18. CUTS
Employees

It was noted that two matters are outstanding with regard to back pay and sick leave allowance owed to employees. The Executive Committee is charged with negotiating a salary increase for the Executive Director and for determining a formula for paying accrued sick-leave allowances due to the CUTS employees.

19. Spring
Conference

The question of CFSS participation in the CFS Spring conference being held this year in Charlottetown was raised.

Motion: Noyes/Palmer

"That the CFSS participate in holding a joint conference with CFS in Charlottetown, May 1982."

CARRIED

More planning for this conference will take place after discussions with the CFS CC.

20. National-
Provincial
Meeting

Charmaine Schenstead explained that a meeting is planned for reps from the national and provincial associations for Jan. 7, 8, 9. Some sessions on services could be held at that time.

21. Appointments

a) Canadian Universities Travel Service
Board of Directors

Motion: Schenstead/Hardy

"To nominate: Terry Palmer
 James Hollis
 Tim Rigby
 for appointment to the CUTS Board."

CARRIED

Motion: Hardy/Noyes

"To close nominations for election to the CUTS Board."

CARRIED

The Chairperson announced the appointment of Terry Palmer, James Hollis and Tim Rigby to the CUTS Board.

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21.Appointments

(cont'd)

b) CFSS Executive Committee

Motion:

Daschko/Noyes

"That the CFSS Executive Committee for 1981-82 consist of 5 members including the Chairperson and Treasurer."

CARRIED

The Chairperson asked for nominations.

Motion:

Noyes/Fichter

"To nominate Donna Hardy".

Motion:

Schenstead/Daschko

"To nominate Tim Rigby"

Motion:

Rigby/Hardy

"To nominate John MacDougall."

Seeing there were no further nominations, the Chairperson announced the appointment of Donna Hardy, Tim Rigby and John MacDougall to sit with the Chairperson and Treasurer as the CFSS Board Executive Committee.

c) Representative to the CFS Central Committee

The Chairperson asked for nominations.

Motion:

Rigby/Hardy

"To nominate Dawn Noyes for the position of CFSS Board representative to the CFS Central Committee"

Seeing no further nominations were presented, the Chairperson announced Dawn Noyes appointed as the CFSS rep to the CFS CC.

There was no further business and the Chair asked for a motion to adjourn.

Motion:

Fichter/Hardy

"To adjourn"

CARRIED.

