



2024/2025

CUS APPLICATION PACKAGE



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ABOUT CUS

Haskayne Commerce Undergraduate Society (CUS) serves as the umbrella organization for all student clubs at the Haskayne School of Business (HSB).

CUS strives to provide Haskayne students with opportunities that will enrich their student experience within the HSB. In the past year, we have provided:

- 1) Events such as Dress and Dine and the annual Haskayne Year-End Gala, as an opportunity for students to network with fellow Haskayne students, faculty, and industry professionals;
- 2) Community development initiatives such as the Month of Giving campaign that included volunteering for the Women in Need Society, terrarium night, and laser tag. This provides students an opportunity to showcase their leadership qualities and give back to the community;
- 3) Academic programs such as the Ernst & Young Leadership Development Program to enhance students' professional and academic development.

We hope to continue these events, initiatives, and programs for the upcoming 2024/25 academic year and create new opportunities in order to increase student engagement within the Haskayne community.

For more information about CUS, please check out our website at www.haskaynecus.ca.



MEET THE 2024/25 SENIOR EXECUTIVE TEAM

Presidents:	Sierra Kapay & Ethan Marjoram
Vice President Internal:	Tiffany Kuhl
Vice President Academic:	Kelly Li
Vice President Community Development:	Fizza Qasim
Vice Presidents Events:	Victor Medina-Rugama & Clarissa Bondoc
Vice President Marketing & Communications:	Huba Bashir
Vice Presidents Operations & Finance:	Angad Sidhu & Ali Radwan
Vice President External:	Sophia Grewal



APPLICATION PROCESS

The Haskayne Commerce Undergraduate Society (CUS) is now accepting Associate applications for the 2024/25 academic year and we are excited to have you as part of our CUS family!

The application deadline is **Sunday, Oct. 13th, 2024 at 11:59 PM**. Incomplete applications will not be considered.

Virtual Interview Dates:

- Tuesday, Oct. 15: TIME TBD
- Wednesday, Oct 16: TIME TBD
- Thursday, Oct 17: TIME TBD
- Friday, Oct 18: Time TBD

Note: Applicants must sign up for a chat. Interviews will be 15 minutes in length, conducted in person, and are very casual. Take this opportunity to know more about CUS and its portfolios.

Dress Code: Casual

Application Steps:

- (1) **Review** the CUS 2024-25 Associate Package and understand the responsibilities of the role(s) and portfolio initiatives you wish to apply for;
- (2) **Apply** at: <https://forms.gle/9CpRQWGCNB2fMZRu5>
- (3) If selected for an interview, fill out doodle poll with preferred time slot
- (4) Attend interview

Important Dates:

Make sure to mark these dates down on your calendars!

- 2024 CUS Meet the Team: **October 2024 - Date & Time TBD**

For more general information on the positions and the application process, please feel free to email the CUS Presidents at cuspresident@gmail.com, or email the presidents directly at sierra.kapay@ucalgary.ca or ethan.marjoram@ucalgary.ca.



RESPONSIBILITIES OF CUS ASSOCIATES

The responsibilities of all CUS Associates include, but are not limited to the following:

- Attend all General Meetings as scheduled by the Presidents;
- Attend all portfolio specific meetings as scheduled by respective Vice Presidents;
- Attend and/or volunteer at CUS events or initiatives per semester;
- Work closely with and assistance to other portfolios;
- Work with Junior Executives to create event proposals for the club;
- Act as a team player in order to realize the goals of the organization;
- Ensure that CUS is represented in a professional manner at all times.

For more information on the positions and other responsibilities, please feel free to email the CUS Presidents at cuspresident@gmail.com, or email the presidents directly at sierra.kapay@ucalgary.ca, or ethan.marjoram@ucalgary.ca with any questions.



EVENTS PORTFOLIO

The Events portfolio organizes, coordinates, and executes CUS events that involve student and corporate participation. Previously, we have hosted Zoom to Success, Dress & Dine and the annual Year-End Gala. These events are valuable to promoting and maintaining HSB culture. This opportunity offers a learning experience in event planning, project management, and team coordination. This is a great chance to be an integral part of HSB and represent the student body, create lifetime bonds in a team setting, and experience valuable personal development.

For more information on the positions and other responsibilities, please feel free to e-mail or message the co-VPs Events, Victor Medina-Rugama & Clarissa Bondoc at victor.medinarugama@ucalgary.ca and clarissa.bondoc@ucalgary.ca with any questions.



Director of Events (1)

The responsibilities of the Director of Events include, but are not limited to the following:

- Build detailed event schedules, project plans and risk mitigation details for large scale CUS events.
- Work to manage all expenses, materials and people needed for successful event execution.
- Organizes the events team and volunteers to ensure all events remain on schedule.
- Work closely with the External portfolio to communicate event details or concerns to sponsors and the greater student community.
- Communicate with event coordinators to ensure and specific requirements are made apparent ensuring all event details and potential problems have been accounted for.
- Scouting event locations with the VP Events.
- Assist the Events team with any additionally assigned duties.
- Attend all portfolio meetings as scheduled by VP Events.

Additional Note(s):

It is an expectation that all Events Directors be present at their respective event(s). Due to the nature of the event(s), you will be expected to be present at the venue well before the start time to assist with set-up and last-minute check-ins alongside the VP Events.

- Some CUS events are faculty-wide, so the majority of the planning will be occurring in the summer months. Successful candidates will be free and available during this time.



MARKETING & COMMUNICATIONS PORTFOLIO

The Marketing and Communications team manages and executes all marketing and communication activities for the Commerce Undergraduate Society. You will gain valuable and applicable experience when contributing to strategic, creative, innovative, and design decisions. We manage marketing for all CUS events, which include charity, networking, and academic events. We also actively work to improve the CUS member experience and find new ways to improve and support the organization.

For more information on the positions and responsibilities, please feel free to email or message the VP Marketing and Communications, Huba Bashir at huba.bashir@ucalgary.ca with any questions.



Marketing Director (2)

The Marketing Directors will work closely with the VP Marketing and Communications and will support the marketing team regarding all marketing related tasks. The responsibilities of the Marketing Director include but are not limited to:

- Organizing the social media plan for events alongside the VP Marketing and Communications. This includes marketing plans for before, during, and after the event such as:
 - Marketing campaigns, documenting the events, and creating thank-you plans
- During the academic term, portfolio directors will communicate with their respective portfolios VP to plan for events.
- Coordinating with VPs to document events through photos and videos
 - Portfolio Directors are expected to attend their portfolio's events. If the director anticipates a conflict, it is their responsibility to let the VP Marketing and Communication know.
- Developing and designing marketing content for several platforms including Facebook, Instagram, and LinkedIn
 - Directors should be aware that marketing posters may need to be modified across different platforms
- Research trends in the graphic design field, and attempt to innovate the marketing materials that we create.
- Assist with in-person marketing presentations.
- Perform other duties assigned by the VP Marketing and Communications.
- Attend all portfolio and marketing meetings.

Note: Marketing directors will attend training sessions, and thoroughly understand the marketing process for CUS and Haskayne student clubs.



EXTERNAL PORTFOLIO

The External portfolio is responsible for liaising with the clubs sponsors, faculty, and other external stakeholders and organizations. You will play a significant role in ensuring that the Commerce Undergraduate Society is represented professionally and securing sponsorships and partnerships for the various events that we hold throughout the year.

For more information on the positions and other responsibilities, e-mail the VP External, Sophia Grewal at sophia.grewal@ucalgary.ca with any questions.



Director of External (1)

The responsibilities of the Director of External include but are not limited to the following:

- Assist the Vice President External with administrative and event execution duties.
- Support with maintenance of positive relationships with sponsors.
- Source of prospective sponsors and other external groups (i.e. clubs, companies, industry professionals, alumni) for CUS events and initiatives.
- Assist with the execution and planning of the Ask Your Alumni event.
- Assist the External team with any additionally assigned duties.
- Attend all portfolio meetings as scheduled by VP External.

Additional Note(s):

It is an expectation that all External Directors be present at their respective event(s).

- Some CUS events are faculty-wide, so the majority of the planning will be occurring in the summer months. Successful candidates will be free and available during this time.



INTERNAL PORTFOLIO

The Internal Portfolio works closely with the President and Vice President Internal as an effort to ensure that CUS club members are engaged and accountable throughout the year. As an associate, you will be involved in the student engagement process by promoting social engagements and events. By becoming a part of this portfolio, you will get the opportunity to develop your event planning and organizational skills. You will also get the opportunity to work closely with Haskayne faculty members, alumni, and business professionals.

For more information on the positions and other responsibilities, please feel free to e-mail or message the VP Internal, Tiffany Kuhl at tiffany.kuhl@ucalgary.ca with any questions.



ACADEMIC PORTFOLIO

The Academic portfolio at CUS focuses on helping students develop and add value to their Haskayne experience by hosting programs that are academically focused such as workshops and case competitions. By becoming a part of this portfolio, you will get the opportunity to help others develop new skills while developing your planning and event organization skills through critical and creative thinking. You will also get the opportunity to work closely with Haskayne faculty members, alumni and business professionals.

For more information on the positions and other responsibilities, please feel free to e-mail or message the VP Academic, Kelly Li at kelly.li1@ucalgary.ca with any questions.



COMMUNITY DEVELOPMENT PORTFOLIO

The Community Development portfolio is charity focused. It is an amazing way to be involved and see your efforts impact our communities. Previously, we've helped globally through our efforts with Operation Christmas Child and charities within our community, such as Avenue 15 and the Mustard Seed. This portfolio gives you the opportunity to further your passion and build your leadership, networking and event organizational skills through the coordination of these events.

For more information on the positions and other responsibilities, please feel free to e-mail or message the VP Community Development, Fizza Qasim at fizza.qasim@ucalgary.ca with any questions.



OPERATIONS & FINANCE PORTFOLIO

The Operations and Finance team manages and executes all financial and operational activities for the Commerce Undergraduate Society. For instance, the team manages budgeting for all CUS events, which include charity, networking and academic events. Associates will get hands-on experience with simulated internal relations, club operations, financial management and treasury operations. We also actively work to improve the CUS member experience and find new ways to improve and support the organization.

For more information on the positions and other responsibilities, please feel free to e-mail or message the co-VPs Operations and Finance, Angad Sidhu & Ali Radwan at angad.sidhu@ucalgary.ca and ali.radwan@ucalgary.ca.