



ANNUAL REPORT

2023

2024





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CO-PRESIDENTS' MESSAGE

Dear Badgers,

On behalf of the Brock University Students' Union, thank you all for your contributions in making this year an amazing success! Whether it was through your involvement in one of BUSU's clubs, your attendance and participation at an event, stopping by Isaac's, Union Station, or General Brock between classes for a treat, or by casting a vote during our fall and winter elections, your participation and involvement within the student union actively contributes to the betterment of the Brock student experience; for this, we thank you. This year has been filled with whirlwind experiences both inside and outside of Brock, and it is hard to believe that our time here is almost over. But, as we look back on everything that has happened, we are proud to say that getting the opportunity to work for and with all of you has been our proudest accomplishment.



Coming into the start of the school year, we made it our top priority to remain student-centered and focused in the work that we would eventually complete. We began by strengthening our relationship with external government stakeholders, meeting with a wide variety of elected representatives from the municipal, provincial, and federal levels of government and highlighting the increasing student need for support in areas dealing with food insecurity, access to mental health care, housing affordability, and transit accessibility.

Our advocacy however did not just focus on external and government stakeholders, we also continued to strengthen our relationships within the University and with senior administration, staff, and teaching faculty whose work and commitment to students helps make Brock what it is. We connected with teams across campus and found ways to work together to support students. Our discussions focused on topics such as on-campus supports and services, open education resources, accessibility, and academic integrity. Through the University's Senate, and many other committees across campus, the student voice was not only heard, but prioritized in important decisions including hiring processes, academic programming and policy reviews.

This year also saw the passing of two BUSU referendums: the first being an increase to the Ontario Undergraduate Student Alliances' (OUSA) membership fee, and the second being a change to the financing terms for the New Student Center building, a project that has been in the works since 2012. Your voting 'YES' for these referendum questions played a crucial role in ensuring the continued enhancement of the student experience for years to come.

As this year comes to an end, and we reflect on all the experiences and work we've been able to accomplish, we hope that we have set the next generation of student leaders up for success. A previous BUSU president shared a quote with us this year, "we are working to plant trees under whose shade we may never sit"; it is our hope that the trees we have planted will not only outlast our time here, but will grow to provide shade for all the future students who too will make their mark on this campus.

That's all for now! Thank you, Badgers.

Alyssa Hall (Co-President)

Carleigh Charlton (Co-President)

GENERAL MANAGER'S MESSAGE



Brock University Undergraduate Students,

In 2023/24 the Brock University Students' Union moved forward on developing new student space (45,000 square feet) on campus. The students voted 79.9 per cent in favour of changes that will allow BUSU to obtain financing for the project. BUSU will be presenting the plan to Brock University for approval this spring.

BUSU continued to expand our marketing and communications presence. BUSU's Instagram followers increased 17 per cent to over 16,000 followers. Instagram reach also increased 25 per cent compared to 2023/24.

The Brock University Students' Union increased our support for students experiencing food Insecurity. The organization provided over \$56,600 of grocery gift cards, ran 56 grab-and-go breakfasts, and delivered 16 events that provided free food, including seven hot breakfasts serving over 9,000 students.

BUSU provided jobs for over 120 students in 2023/24.

The Brock University Students' Union renovated Booster Juice and the General Brock convenience store.

BUSU installed LED lights in BUSU spaces as a part of the BUSU environmental sustainability plan.

The Brock University Students' Union implemented a cloud-based finance system and point of sale system for food and beverage (social enterprises).

BUSU hosted 112 events including a welcome BBQ, glow party, trip to the Toronto Blue Jays, comedy night, Brocktoberfest, Halloween party, Taylor Swift night, ice skating, night market, games night, Brock's Got talent, and our favourite the BUSU Clubs Carnival.

The Brock University Students' Union developed a partnership with Black Owned 905 to host BIPOC markets on campus.

BUSU hosted Pizza with Politicians, which provided the opportunity students to engage with local, regional, provincial and federal politicians.

BUSU ratified 128 clubs and approved 954 club events. The Brock University Students' Union partnered with clubs to host African Caribbean Night as part of Black History Month, and a Pasta Bar and Drag Show as part of Brock Pride Week.

BrockTV brought back the Render This Film Festival after a three-year hiatus. BrockTV also broadcast over 100 Badger sporting events in 2023/24 including 12 playoff games that were simulcasted on the CBC Sports YouTube channel.

The Brock University Students' Union worked with the new Niagara Transit Commission to provide over 1.5 million transit rides.

BUSU continued to provide extended library hours, drive home and legal clinics and launched an income tax service.

The Brock University Students' Union continued to provide low cost, high value health and dental insurance for Brock University Students.

I would like to thank the BUSU Board and the BUSU staff for their efforts to foster an ever-improving student experience that is transformational, enriching and empowering.

Robert S. Hilson
General Manager
Brock University Students' Union

hello

BADGERS

+++





WHAT IS BUSU?

Brock University Students' Union (BUSU), is a non-profit organization located at Brock University representing, advocating, and enriching the university experience for all Brock undergraduate students. BUSU, which was incorporated in 1970, has long served the needs of students through impactful initiatives such as comprehensive healthcare and affordable public transit. Additionally, BUSU offers employment, hosts year-round events, and facilitates 128 student clubs.

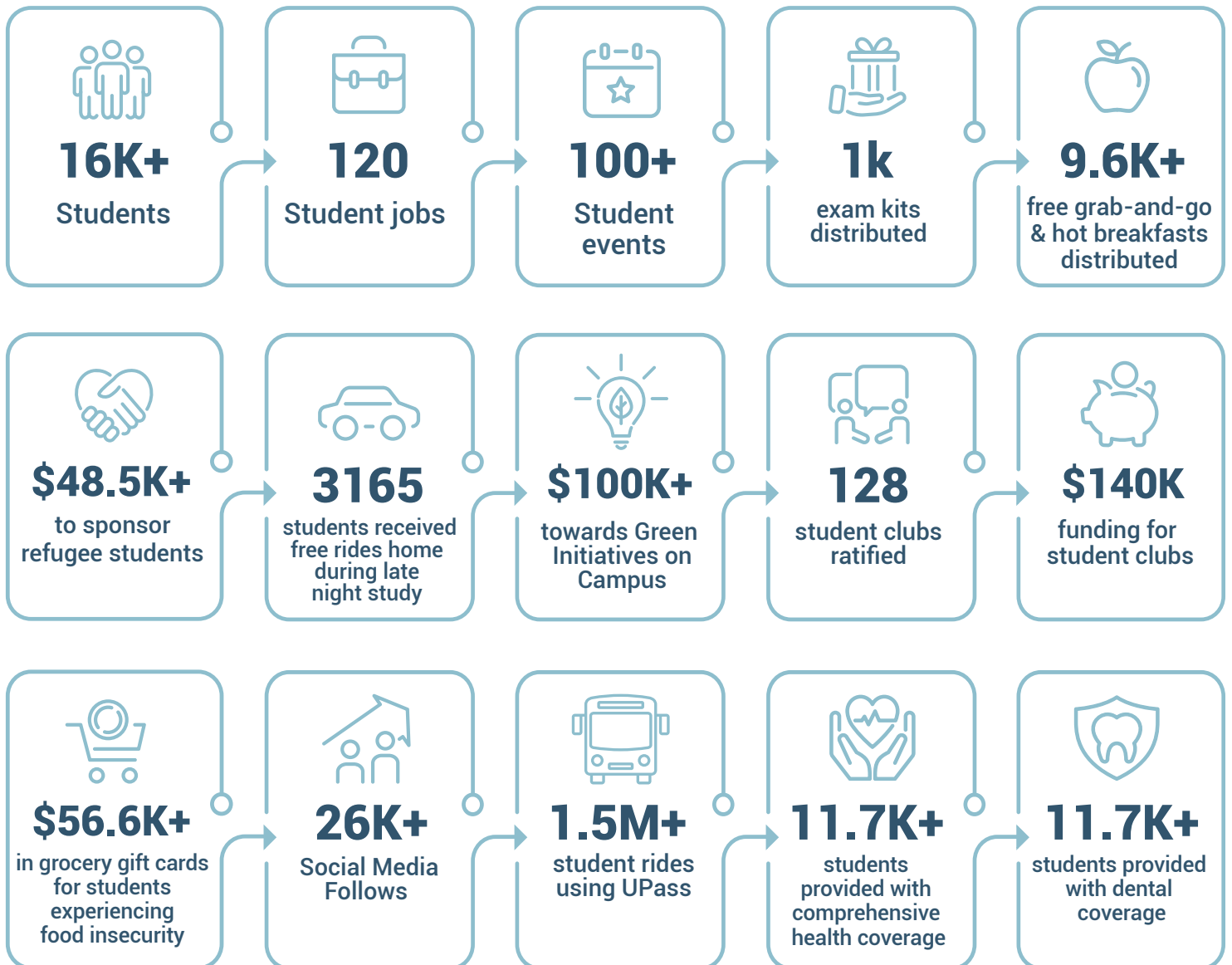
WHO IS BUSU?

BUSU is your student elected board members, classmates, and student representatives working to provide the undergraduate students of Brock with the best experience possible. BUSU is the Brock University community – YOU are BUSU.

WHAT DOES BUSU DO?

Our focus at BUSU is to create the best student experience ever. BUSU offers employment opportunities to hundreds of students on campus, hosts year-round events, provides comprehensive health and dental coverage and funds 128 student run clubs. BUSU advocates on behalf of and with students, to all levels of the university and government; providing resources, services, and support to enrich the student journey.

BUSU SUPPORT BY NUMBERS



23 24

BUSU EVENTS

The BUSU Events Team continued to strive for unique and adaptive programming to suit the needs of the students. Bringing back events such as Clubs Carnival, Night Market, Ice Skating and introducing new events such as Pottery Painting, Games Night, and Free Ice Cream. With over 100 events for the students to attend, there was something for every Badger.



BADGERFEST

BadgerFest is the first, weeklong event BUSU hosts each year to welcome new and returning students. This year BadgerFest took place from Sept. 3 to 8 in various locations on campus and included a Glow Party, The First Shot, Sexy Bingo, and more!



- **Sunday, Sept. 3**
Welcome BBQ and Glow Party
- **Monday, Sept. 4**
Summer Games and Badgers Believe It or Not
- **Tuesday, Sept. 5**
Shaken not Stirred and Community Fair
- **Wednesday, Sept. 6**
Community Fair
- **Thursday, Sept. 7**
Inflatable Course and The First Shot
- **Friday, Sept. 8**
Sexy Bingo

FALL WELLNESS WEEK

BUSU's Wellness Week gives students a chance to kickback, destress and have some fun during the high stress times of the semester. The fall Wellness Week took place from Nov. 6 to 10. BUSU also partnered with Brock, student clubs, and local businesses on select events.



- **Monday, Nov. 6**
Pottery Painting and Wellness Fair
- **Tuesday, Nov. 7**
Grab & Go Breakfast, Therapy Dogs, and Tuesday Trivia
- **Wednesday, Nov. 8**
Grab & Go Breakfast, Render This Film Festival, and Coffee and Conversations with Student Representatives
- **Thursday, Nov. 9**
Free Hot Breakfast and Karaoke at Isaac's

FROST WEEK

Frost Week kicked off the new winter semester, welcoming new and returning students to campus. Events took place from Jan. 15 to 18 and included Ice Skating, Free Hot Breakfast, Paint & Sip, and more!



- **Monday, Jan. 15**
Free Ice Skating
- **Tuesday, Jan. 16**
Free Grab & Go Breakfast and Paint & Sip
- **Wednesday, Jan. 17**
Free Grab & Go Breakfast and Games Night
- **Thursday, Jan. 18**
Free Hot Breakfast and Après Ski at Isaac's

THURSDAYS AT ISAAC'S

Thursdays at Isaac's is a 19+ pub night for Brock University students at BUSU's bar and restaurant, Isaac's. This is the perfect time before the weekend to unwind with friends, enjoy a safe experience on campus and dance the night away to guest DJs or live bands.



- **First Shot**
- **Country Night**
- **Karaoke Night**
- **Halloween party**
- **Eras Night**
- **Après Ski**
- **The Last Shot**

WINTER WELLNESS WEEK

BUSU's winter Wellness Week took place March 4 to 8. The events team partnered with Brock departments to provide a week filled with events for students to unwind and have fun. The week-long festival was designed to support students with their physical and mental health journeys and provide fun and relaxation during a time of high stress in their academic calendar.



- **Monday, March 4**
Crochet and Chill
- **Tuesday, March 5**
Grab & Go Breakfast, Kangaroo Jump Class, and Tuesday Trivia
- **Wednesday, March 6**
Grab & Go Breakfast and Unwind Wednesday
- **Thursday, March 7**
Free Hot Breakfast, Kangaroo Jump Class, and Music Bingo

BUSU EVENTS CONTINUED...

- Tuesday Trivia
- Blue Jays Road Trip
- Poster Fair
- Brock's Got Talent heats and finale
- Karaoke Night
- Craft Your HeART Out
- Ice Skating
- Drag Show & Pasta Bar
- Paint Night
- Late Night Study Poutine Bar
- Free Hot Breakfast
- Brocktoberfest
- Canada's Wonderland Halloween Haunt
- Music Trivia
- Elections Movie Night
- Tarot Card Readings
- Taco 'Bout Taxes
- Free Ice Cream & Games
- Free Waffles



BUSU CLUBS



The clubs have gone above and beyond to create welcoming spaces and events for all Brock students. This year there were 128 BUSU ratified clubs, including 21 new clubs that included the Acro-Movement Club, Outdoors Club, and Surgical Society. For the second year in a row, the Clubs Team in partnership with BUSU Events hosted Clubs Carnival and the Night Market. These events brought fun and awareness to the amazing clubs we have on campus.

CPC

The Clubs Policy Committee approved over \$140,000 worth of funding requests for 59 clubs this year. Common items that were requested included gift cards for external and Faculty speakers, craft supplies, catering for events, and venue rental fees. As a result of funding, BUSU clubs hosted 954 events this year.

NEW CLUBS

01

Acro-Movement Club

The Brock Acro-Movement club is a vibrant community dedicated to the exploration of diverse movement disciplines, including gymnastics, acrobatics, parkour, dance, and more. Their primary mission is to empower students to unleash their physical potential while fostering a culture of well-being and vitality. All skill levels welcome! At the heart of this club's purpose is the cultivation of physical strength, agility, and creativity, all in the pursuit of a more fulfilling and balanced lifestyle. The goal is to assemble a diverse group of individuals who share a passion for movement and to provide them with a welcoming platform for the development of their physical abilities.



Outdoors Club

Do you enjoy the outdoors? Are you passionate about camping, backpacking, canoeing, fishing, and hiking? This is the club for you. The Brock Outdoors Club is about enjoying the outdoors with Brock members and the greater community. This club plans off-campus hikes and trips for its members to enjoy.

02

Surgical Society

03

Brock Surgical Society is a general interest club for students who want to learn more about surgical specialties, procedures, and technologies. Students can participate in skill-enhancing workshops like suturing, manual dexterity, and laparoscopy practice. The club hosts friendly competitions for these skills for students to see how their skills have developed. Annually, they also hold a charity drive or fundraiser to show their support for the community as aspiring healthcare workers.

New Clubs continued...

- AIESEC at Brock
- Believers Loveworld Brock University
- Bioinformatics Club
- Brock Brainy Brunch
- BPA Bhangra
- Canadian Nursing Students' Association
- Canadian Association for Global Health
- Caribbean Club
- Chess Club
- Egyptians Student Association
- Formula One at Brock Club
- Girls Club
- Italian Club
- Lego Club
- LIFT Church
- MIW School of Fine Arts Club
- Naija Students Association of Brock
- Social Knitwork Club
- Swift Society

CLUB EVENTS

Student clubs hosted 954 events throughout the year, giving students the opportunity to network, explore an area of interest, upskill, and have fun. BUSU's Clubs Team also hosted events so students could explore the 128 clubs and meet club members.



Sept. 5 & 6 Community Fair

Oct. 2 to 6 Clubs Week: Clubs Comedy Night and Clubs Carnival

Nov. 22 Night Market

Jan. 16 Frost Week Clubs Fair

April 4 Clubs Year End Dinner



CLUB AWARDS

Clubs team was excited to host the Clubs Year End Dinner this year at Union Station. It was a night to celebrate all the amazing work each club has achieved throughout the academic year!



Clubs nominate themselves or other clubs for awards and the winners were picked by the Clubs Policy Committee (CPC). The awards and winners for the 2023/24 school year were:



COMMUNITY ENGAGEMENT:

Concurrent Education
Students Association

SOCIAL MEDIA ENGAGEMENT:

Formula One

FUNDRAISING AWARD:

Lego Club

BUSU SPIRIT:

Brock Dance

RISING STAR:

Swift Society

MOST ACTIVE CLUB:

Muslim Students' Association

EVENT OF THE YEAR:

Winter Club

BEST NEW CLUB:

Korean Students Association

CLUB MEMBER OF THE YEAR:

Brooke Souliere

CLUB EXECUTIVE OF THE YEAR:

Hebah Ali

CLUB OF THE YEAR:

South Asian Women's Society

*Congratulations to all the
nominees and winners!!*



BROCKTV

BrockTV is a student-funded media outlet producing hundreds of videos and livestreams each year.

In 2023/24, working alongside BUSU's marketing team, BrockTV created diverse marketing content, including event promotional videos, recaps, and informative pieces for elections and referendums. In addition to this, BrockTV continued to produce original content. Noteworthy productions included the return of The Brock Bachelorette for its fourth season, alongside engaging documentaries like Momentum, which followed the Brock Badgers Women's Volleyball team, and Hard Work, spotlighting Top Team Niagara, a local UFC Fight Club. BrockTV also produced a variety of short form original content such as Hallway Holdups, Badger Bites, Isaac's Night Recaps, Sport Spotlights, and more.



BrockTV also elevated its broadcasting of Brock Badgers home games, enhancing production quality with improved graphics and in-game video content. With over 100 broadcasts this year, the team covered signature events like the Steel Blade Classic and Paint the Meridian Red, while airing 12 playoff games, including a selection that were simulcasted on the CBC Sports YouTube channel and on CBC Gem.

BROCKTV BY NUMBERS

The return of BrockTV's annual Render This Film Festival after a three-year hiatus was a resounding success, featuring an expert judging panel and over \$950 in prizes for student film makers. Throughout the year, BrockTV provided invaluable hands-on experience to its 15 student staff members with support from over 40 student volunteers who assisted on sports broadcasts.



15

Student Staff



40

Student Volunteers



200+

Videos Created



100+

Livestreams

SERVICES & PARTNERSHIPS

BUSU recognizes that students have unique needs while navigating their university years. For the 2023/24 year, BUSU and its partners provided students with services, support, saving, resources, and information to ensure they had the best student experience possible.



Community Fair

Each September BUSU hosts Community Fair as part of BadgerFest. The two-day fair hosted over 5,000 Brock community members. With more than 100 clubs and over 40 vendors, including BUSU and Brock services, the fair was a chance for new and returning students to connect with student clubs and learn about the student union, Brock, and community resources that are available to them while attending university.

Drive Home Program

Each fall and winter semester, the Brock Library and BUSU provide late night study hours for additional exam preparation and finalization of assignments. As buses are not available at this time, BUSU provides a courtesy drive home program to students staying late. The program is in partnership with transportation company Zoom Zoom. In Fall 2023, BUSU provided rides to 1,417 students, and in Winter 1,748 student rides.



1,417

Provided rides in fall 2023



1,748

Provided rides in winter 2024



SERVICES CONTINUED...



Food First

BUSU's Food First program aims to address the growing issue of food insecurity among Canadian post-secondary students. In 2023/24, BUSU provided over \$56,600 in grocery gift cards to students in need. They also provided 56 free Grab-n-Go Snack Stations and seven free hot breakfast events that supplied 9,600 meals to students, and partnered with Brock on a monthly Pay-what-you-can Fresh Produce Market.

Graduation Photos

BUSU began working with Studio Nostalgia Photography for graduation photos this year. This new partner not only provides beautiful professional photos of Brock graduates but adds a point of fun and difference by allowing students to choose silly, casual, or formal shoots. Over 1,200 Brock students signed up in the first week of the new provider's website launch. Studio Nostalgia will see over 2,000 students in the winter semester. They will also provide evening and weekend service into the spring and summer months to cater to as many students as possible.

Legal Clinic

BUSU's Legal Clinic continued to grow in 2023/24, supporting over 60 students with free legal advice this year. The service is in partnership with the Niagara Community Legal Clinic (NCLC) and supported by the Brock International Services department. The Legal Clinic provides students with assistance and advice on issues such as tenant and housing rights, employment law, and human rights.

Tax Clinic

The BUSU Tax Clinic is a free service for students to help them with their income tax preparation and submission. This year's clinic was supported by Brock University volunteers, who were registered through the Canada Revenue Agency (CRA) for income tax submissions. The service supported over 45 students this year.

Our Partners

BUSU had 45 community partners visit in 2023/24. These organizations helped fund student events and provided services and discounts exclusively for Brock students. BUSU would like to thank all their sponsors, including the following:

- TD Insurance
- Foundry Lofts
- Parkway Lofts
- Niagara Community Legal Clinic
- Student VIP
- Prime Student
- Dropspot Vintage



EXTENDED HEALTH & DENTAL PLAN

BUSU's health and dental plan, StudentVIP, provides Brock undergraduate students with comprehensive coverage for healthcare and pharmacy services from Sept. 1 to Aug. 31. Students who already have comparable coverage have the opportunity to opt-out of this fee.

During the 2023/24 year, BUSU has been hard at work improving the user experience for students. One of the things students are most pleased with is the digital benefits card, which can be used to save time and money at pharmacies, dental offices, and doctor's offices.



Available through the Medavie Blue Cross app, the digital card stores all of the information contained on the user profile and can be downloaded onto any smartphone. Each year after Sept. 1, students can log in and register to gain access to claims history, eligible benefits information and practitioner search, among other tools. The app can also be used in place of the physical card for direct billing to Medavie Blue Cross.

FIND MORE INFORMATION AT

brockbusu.ca/healthplan



ADVOCACY

BUSU's team of student advocates represents Brock undergraduates on issues that affect post-secondary education to all levels of the university, as well as municipal, regional, and federal government. In 2023/24 the advocacy team was made up of the Vice-President, External Affairs, Alyssa Hall; Vice-President, University Affairs, Carleigh Charlton; Director of Advocacy, Governance and Clubs, Kayleigh Rossetto; as well as the BUSU Policy Writer Isabella McLaughlin, and Advocacy Coordinator Anusha Pahuja.

BUSU is also a founding member of the Ontario Undergraduate Student Alliance (OUSA) - a provincial lobby group that represents over 150,000 post-secondary students in Ontario. Together with OUSA, BUSU's advocacy team create substantive, student-driven, and evidence-based policy recommendations. All policy recommendations are researched, written, edited and approved by students.



OUSA WRAP UP



Vice-President, External Affairs, Alyssa Hall, worked closely with the OUSA Steering Committee (SC) this year. This group includes student leaders from OUSA's nine member schools. Projects focused on improving the accessibility, affordability, attainability, quality, and safety of post-secondary education in Ontario.

Advocacy priorities for the year are outlined at Strat Con in September. During this conference the SC decided what policy papers they would author. Alyssa was tasked with authoring the Student Health and Wellness paper, and the Gender-Based and Sexual Violence Prevention and Response paper.

The OUSA Fall General Assembly (GA) took place in October. Eight Brock students including Alyssa and, BUSU Vice-President, University Affairs, Carleigh Charlton, participated in this three-day event to debate the direction of OUSA policy papers. This long weekend was full of breakout rooms and re-writes, and ended in a 14-hour plenary, where the authors got to celebrate the passing of their policy papers and the adoption of papers into OUSA's policy library.

In November, BUSU representatives and the OUSA SC participated in Lobby Week at Queens Park. Throughout this week, students had the opportunity to meet with government Ministers, Parliamentary Assistants, and MPPs to discuss OUSA's advocacy priorities, including housing and transit, sector sustainability, food insecurity, and mental health. These were chosen as they are pervasive issues impacting students across all institutions.

OUSA's Mental Health Lobby Day took place in February 2024 at Queen's Park. Alyssa, along with a small team of OUSA representatives, met with MPPs and their staffers to build awareness around the importance of student mental health.

The team delivered evidence-based student-created policy recommendations to Tay Rubman, a representative from the office of the Minister of Colleges and Universities, Kevin Lynch, a representative from the Premier's Office, MPP John Fraser, and MPP Mike Schreiner.

In March, a team of eight Brock students, including Alyssa and Carleigh, once again headed to the OUSA GA to wrap up the year.

There were three policy papers up for renewal: Addressing Racism and Religious Discrimination, International Students, and Gender-Based and Sexual Violence Prevention and Response. All papers were passed during the eight-hour plenary.

Alyssa worked with an authorship team consisting of BUSU's Policy Writer, representatives from Western's student union, and a representative from Waterloo's student union, on the Gender-based and Sexual Violence Prevention and Response policy paper.

PIZZA WITH POLITICIANS



On March 13, 2024, BUSU hosted its first ever Pizza with Politicians event. The event was sold out with 50 students in attendance in Isaac's Lounge. Its goal was to provide a platform for students to gain valuable insights into the world of politics, public service, discover potential career paths and understand the impact they could make in their community, while enjoying free pizza and beverages.

Special guests in attendance included MP Chris Bittle, MP Vance Badawey, MPP Jennie Stevens, MPP Sam Oosterhoff, Mayor Mat Siscoe, Mayor Terry Ugolini, and Lord Mayor Gary Zalepa. Students were provided name tags and conversation starter cards, so they felt more comfortable networking at the event. BUSU hopes to run this successful event again in 2024/25.

"As a young woman who has had her fair share of navigating political spaces this past year, I recognize that it is difficult, scary, and can be very intimidating to step into an environment like this," said Alyssa. "It was my hope that this event would provide Brock students with the opportunity to experience lobbying and advocacy in a way that makes these two stressful tasks more fun."

“ This event was a passion project of mine even before stepping into the role,” said Vice-President, External Affairs, Alyssa Hall. “I wanted to give students the opportunity to connect with and meet the political representatives that have been elected to serve them municipally, provincially, and federally, and I wanted to do it in a way that was easily accessible to Brock students. By bringing the politicians to our campus, it was my hope that students would feel comfortable to engage in political conversations in an environment that was familiar to them.”

WORLD UNIVERSITY SERVICE OF CANADA REFUGEE PROGRAM



BUSU is a proud supporter of the World University Service of Canada (WUSC) refugee program. Each academic year, BUSU sponsors up to two refugees who become Canadian permanent residents and students at Brock.

"Education is a powerful tool," said BUSU Clubs Manager, Chloe Villers. "Supporting refugee students in their pursuit of higher education can transform their lives and shape a brighter future."

Villers, who coordinates the WUSC program, works alongside each student to better prepare them for their time here in Canada; creating a home for them, and ensuring they feel settled and ready for their new academic journey.

Ahmed Ibrahim Sheik Abdirahman, one of this year's WUSC students, was born in Somalia and then travelled to Uganda where he lived as a refugee. In 2022 Ahmed applied for the WUSC Student Refugee Program and arrived in Canada in 2023 to study at Brock.

Not only is Ahmed thriving at his education in the Economics program he is now also a proud BUSU employee, working alongside his peers, at General Brock.

“My life in Canada has been a profound transformation. The sense of safety and stability here is a stark contrast to the challenges I faced in my home country,” said Ahmed. “During my time at Brock University, I found a welcoming community that celebrates diversity, providing not only top-tier education but also unique employment opportunities.

The inclusive environment and support from both the university and BUSU have empowered me to build a future I once only dreamed of. Canada, and specifically my experience at Brock University has been the foundation for a new chapter filled with growth, education, and opportunities.”

OUSA TEACHING AWARDS OF EXCELLENCE



This year BUSU presented Dr. DiBiase, Ph.D. Neurobiologist and Associate Professor at Brock University with an Ontario Undergraduate Student Alliance (OUSA) Teaching Award of Excellence.

OUSA is a provincial advocacy group that represents over 160,000 post-secondary students throughout the province. Each year BUSU invites Brock University students to nominate professors who they believe made a difference in their academic careers. This year BUSU received over 100 nominations.

Dr. DiBiase was presented with the award by BUSU Vice-President, External Affairs, Alyssa Hall, at the OUSA Partners in Higher Education (PiHED) dinner, which took place on April 10 in Toronto.

"On behalf of BUSU, I would like to extend my deepest congratulations to Dr. Ann-Marie DiBaise," said Alyssa. "Although I did not have the pleasure of being taught by Dr. DiBaise, the nominations written by her students prove how dedicated she is to bettering the student experience, both inside and outside of the classroom. By prioritizing the mental health of her students above all else, Dr. DiBiase is setting up future generations of educators for success."

A Brock University graduate herself, Dr. DiBiase has been a Neurobiologist and Associate Professor at Brock University since 2004. Her research focuses on both genetic mapping and the structure/function of the brain, related to behavior and psychopathological disorders.

"I am incredibly humbled and honoured to receive the Ontario Undergraduate Student Alliance Teaching Excellence Award. This award has tremendous meaning to me as an academic because it is student nominated and endorsed," said Dr. DiBiase. "I consider undergraduate teaching my highest priority, with the greatest reward. Each year, my students inspire and motivate me to continue to evolve as a professor, seeking to optimize students learning and achievement."

"I want to extend my sincerest gratitude to the Ontario Undergraduate Student Alliance, and the Brock University Students' Union for all the support they provide to our students; with a special acknowledgement to Alyssa Hall, Vice-President, BUSU External Affairs, for her remarkable support."



Praise for Dr. DiBiase

"EDUC 3F02 has been one of my biggest classes, with the most students and yet I feel like Dr. DiBiase is the professor I connected with the most. She responded to all my emails within a day at the latest. She also read each student 20-25 page paper by herself to make sure the marking was done fairly."
- Nomination, Brock University Student.

"The university preaches how important mental health is and Dr. DiBiase is the professor that I feel really took this to heart. She placed our personal needs above anything else and it truly made for an amazing educational experience." – Nomination, Brock University Student.





Brock University Students' Union Vice-President, University Affairs Carleigh Charlton, pictured left, accepted a 2024 Ontario Undergraduate Student Alliance Award for Excellence in Student Advocacy during the OUSA Partners in Higher Education dinner on April 10 in Toronto. Carleigh is pictured with Vivian Chiem, OUSA President, and Vice President of Government and Stakeholder Relations at Wilfrid Laurier University Students' Union (WLUSU) (Center), and Dr. Adrienne Galway, Executive Director, ONCAT (The Ontario Council on Articulation and Transfer) (Right).

BUSU EXECUTIVE RECEIVES AWARD FOR EXCELLENCE IN STUDENT ADVOCACY

Carleigh Charlton, Brock University Students' Union (BUSU), Vice-President, University Affairs, and fourth year Bachelor of Arts, Political Science, student at Brock, was recognized for their work as a student leader with a 2024 Ontario Undergraduate Student Alliance (OUSA) Award for Excellence in Student Advocacy.

This was the first year OUSA presented this award, which was bestowed to Charlton at the Partners in Higher Education dinner on Wednesday, April 10 in Toronto. It was created in memory and honour of Stephanie Ye-Mowe, a dedicated student leader from Waterloo University's Student Alliance and former OUSA board member.

OUSA is a provincial advocacy group representing over 160,000 undergraduate students. BUSU is a founding member of this organization. They work with OUSA each year to ensure university students are represented through policy and by lobbying government.

Vivian Chiem, OUSA President and Vice President of Government and Stakeholder Relations at Wilfrid Laurier University Students' Union, presented the award.

"The OUSA award for Excellence in Student Advocacy is given to a student leader who demonstrates the same traits as Steph did, making them an impactful advocate in post-secondary education," said Chiem at the event. "During their time at the university. Carleigh has exceedingly demonstrated their passion and drive to bettering the undergraduate experience. Often working long hours to provide the best possible support for students. Within student advocacy she has been very committed to addressing gender based and sexual violence in post-secondary and approaches her work from an intersectional lens."

"I'm so thankful for this award, and for the commitment and hard work of all the student leaders at OUSA these past years," said Charlton. "I have learned so much from each and every one of them, and I am grateful for the mentorship and inspiration Steph gave all of us."

"This award acts for me as a firm reminder of the commitment they had to ensuring advocacy was inclusive of every student, and that no student was ever left behind. I'm dedicated to carrying on the passion Steph showed, and continuing to prioritize intersectionality, equity and accessibility in all of my advocacy work."



STUDENT LEADERSHIP



BUSU Board of Directors

The Board of Directors is the highest governing body at BUSU. It consists of 13 elected students plus the BUSU President and General Manager who have non-voting seats. The Board received training from industry experts in non-profit governance, legal, and insurance/risk. The Board met monthly throughout the year to review and approve budgets, policy changes and other matters of the organization. Some highlights from the year include:

- Referendum approval and win for finance term changes to the new student centre
- \$200K+ sustainable lighting project in the Student-Alumni Centre
- Policy clean-up to edit/remove redundant policies that were out of date

Thank you to BUSU's elected Board members

- Alex Swartzentruber
- Binoy Mahmud
- Brielle Kaminsky
- Charlie Martin
- Esrea Ibrahim
- Gabby Corriveau
- Hinkal Patel
- Leenah Shaikh
- Madeha Nur
- Maggie Huang
- Rajat Agrawal
- Ritik Mistry

BUSU-AC

Our newly re-branded student council, the BUSU Advisory Council (BUSU-AC), met three times in the 2023/24 year to hear updates from BUSU Executives, General Manager and Chair of the BUSU Board of Directors.

In previous years, the Council was made up of up to 30 elected students. With the new structure, the Council was open for any student to join – the more the better! BUSU spent time recruiting students during Smart Start, BadgerFest, and throughout the year resulting in 115 students signing up.



The students who attended the Council meetings had an opportunity to join one of six BUSU committees:

- Clubs Policy Committee
- Elections and Referendum Committee
- President Advisory Committee
- VPSS Advisory Committee
- VPEA Advisory Committee
- VPUA Advisory Committee

BUSU would like to thank all students that took the time to attend meetings.



Forth-year Interactive Arts and Science student **Samantha Savage**, winner of the General Brock Mural Contest.

SOCIAL ENTERPRISES

The BUSU Social Enterprises team had a great 2023/24. The summer was busy with many renovations and updates completed before the new school year. Over 100 students were hired for several different food service positions, which provided income along with valuable work experience and training for students that will help them in their future careers.



GENERAL BROCK

General Brock (GB) had a complete renovation and rebrand during the summer for its fall 2023 re-opening. BUSU also held a mural competition to relaunch the interior of GB with a fresh look and provide a student artist the chance to have their work featured. The winning design by Samantha Savage (pictured) included different aspects of the University and GB that bring students together and captured the café's inclusive culture. It also provided a colourful photo backdrop for students.

With a whole new layout, as well as a fresh look and feel to the space, GB now includes a student-operated coffee shop Badgers Café and Lounge, which provides students with much needed additional space to sit and relax, study or enjoy a coffee with friends.

Badgers Café kicked off the year offering students original favourites and added gluten-free pastry options to the menu as well as bagels and iced coffee. The cafe continues to evolve as the team gathers feedback from students about their needs and wants for the space.

Other updates include a new and improved Booster Juice outlet, which still offers all the favourites for students on the go. Plus, GB Convenience Store offers loads of treats and snacks at a reasonable price for students who need an afternoon pick me up to get through the day, along with grab-and-go meals.

UNION STATION

Union Station welcomed two new tenants to the BUSU family this year. CK Wraps and Bowls as well as Ah So Korea now provide students with more choices on campus and offer cultural foods that were not previously available. CK Wraps and Bowls is a new concept offering shawarma wraps and bowls with many Halal options for students, while Ah So Korea has a selection of authentic Asian street food.

Booster Juice at Union Station had a major renovation but continues to serve up all the same smoothies for students who don't have a lot of time between classes.

Harvey's, Subway and Ah So Sushi are still staples at Union Station ensuring we offer a wide variety of foods to the ever-changing student dynamic.

ISAAC'S

This year Isaac's hosted 34 student club events, including trivias, cultural nights, dance night, drag workshops, game nights, and more. They also hosted 37 BUSU events for Brock students, including Brock's Got Talent, Drag Shows, Unwind Wednesday, and more. 51 external events were hosted in the space, including stag and does, wrestling events, and music festivals.

MOVING TOWARDS A MORE SUSTAINABLE CAMPUS

BUSU has made large strides in its sustainability initiatives this year by taking on two major initiatives.

Over the summer, Union Station initiated a waste sorting system that greatly reduced its environmental footprint. All waste from the food businesses is sorted by student staff to ensure over 95 per cent is either recycled or composted. BUSU's Social Enterprises only use materials that are environmentally friendly and won't end up in landfill, from biodegradable containers and cutlery to recyclable packaging.

Secondly, all the lighting in the Student-Alumni Centre was replaced with energy-efficient units. The switch to these new units will reduce lighting costs by 67 per cent resulting in over \$12,000 per year in savings. The project will pay for itself in under nine years.

MARKETING WRAP UP

In 2022, BUSU implemented a new Marketing and Communications Strategy. This strategy defines BUSU's communications, emphasizing the organizations mission – to provide the best possible student experience. Within this strategy three goals were outlined: consistent on-brand communications, improved coordination of communications, and to build and maintain trust and confidence in BUSU through communication channels. BUSU's Marketing & Events Team worked to achieve these goals in 2023/24 in the following ways.



- BUSU's Instagram following grew over 17 per cent this year to 16.2K. This is a 58 per cent increase since 2021. Instagram reach was also up 25 per cent compared to the previous year.
- Rebrands have now been completed on BUSU Clubs, General Brock, and Isaac's. BrockTV and Union Station will be completed in 2024/25, for a consistent look and feel across all BUSU brands.
- The new BUSU website and app officially launched with a feedback survey. Student praised the website's new look, ease of navigation, feedback tools, and overall user experience.
- Project management software was implemented across marketing, events, clubs, services, and advocacy teams to enable more effective planning and collaborate within and across teams.
- A new podcast series called Brock Matters was introduced featuring student executives. The team worked on 13 episodes that fostered transparency and connection between the executive team and Brock students.
- Along with the student executives, the team introduced weekly open office hours in Isaac's lounge, including free coffee and snacks, to provide an opportunity for students to connect with their representatives in person.
- 20 news articles were posted to BUSU website about the work of student executives and the student union.
- Weekly email newsletters were sent to Brock students with events and news updates.
- Over 30 stories and reels highlighted BUSU advocacy and the work of our student representatives on Instagram #BUSUAdvocacy.
- Each BUSU Board Meeting was added to YouTube and linked to Instagram stories so students could view.
- All BUSU Board Members were given an introduction video on Instagram.
- Eight intro/behind the scenes Instagram posts were created about student Executives.
- An end of semester wrap-up Reel interviewing Executives was posted to Instagram to share the work they had done for students.
- BUSU ran a first-year engagement campaign to provide valuable information for new students at Brock and connect with them on social media.
- More content than ever featured Brock students and used student content ideas.
- More polls, surveys, questions stickers were posted than ever before to encourage engagement, gather feedback, and foster two-way communication with students.

NEW STUDENT CENTRE

During the February 2024 student elections, Brock students were asked to vote on changes to the financing terms of the New Student Centre project. 79.9 per cent of students voted yes, and the referendum was passed.

BUSU will now move forward by getting approval from Brock to build on their property. The BUSU team hope to have final approval from the institution during the Board of Trustees meeting, June 26 to 27, 2024.

The new BUSU Student Centre will rehome the BUSU Offices and offer up to 45,000 sq. ft. of additional space. It will house lounge and flexible multi-purpose space geared to students, along with BUSU offices, and allow BUSU to turn its current office into additional space for the over 100 student clubs.

The anticipated completion date for this project is Fall, 2027.



UPDATES CAN BE FOUND AT

www.brockbusu.ca/new-building



UPDATE TO OUR STRATEGIC PLAN



01 Student Engagement

- › BUSU Instagram grew 17 per cent to over 16,000 followers (Brock has 16,547 undergraduates) in 2023/24. BUSU Instagram engagement grew 25 per cent in the same time period.
- › BUSU hosted 112 events in 2023/24 including a welcome BBQ, glow party, trip to a Toronto Blue Jays game, comedy night, Brocktoberfest, Halloween party, Taylor Swift night, ice skating, night market, games nights, Brock's Got Talent and the Clubs Carnival.
- › The Brock University Students' Union ratified 128 clubs and approved 954 club events.
- › The Brock University Student's Union implemented a new Clubs pre-payment and banking system.
- › The Brock University Students' Union exhausted all Student Engagement and Club funding for the second time in recent history and used reserve funds.
- › BrockTV re-started the Render This Film festival and broadcast over 100 Badger sporting events.

02 Advocacy

- › BUSU ran a successful referendum to support the Ontario Undergraduate Student Alliance (OUSA)
- › The Brock University Students' Union supported food security by providing \$56,600 in grocery gift cards, over 56 grab-and-go breakfasts and 16 events that provided free food in 2023/24.
- › BUSU also supported sustainability by installing LED lights in all BUSU spaces.

- › The Brock University Students' Union continues to partner with Brock University on Online Educational Resources.
- › BUSU hosted the first ever Pizza with Politicians event, which provided the opportunity for students to engage with local, regional, provincial and federal politicians.

03 Institutional Continuity

- › The Brock University Students' Union will be developing an integrated Annual Plan in 2024/25.

04 Governance Model

- › BUSU completed the first year under the new governance model.

05 Organizational Excellence

- › The Brock University Students' Union implemented a new cloud-based finance system in 2024/25.

06 Higher Quality Services

- › BUSU partnered with the Niagara Transit Commission to provide 1.5 million bus rides in 2023/24.
- › The Brock University Students' Union provided over 11,000 students with low-cost Health and Dental Insurance.
- › The Brock University Students' Union provided over \$56,600 in funding to the Food First, food bank program.
- › The BUSU Drive Home program provided transportation to students during the Exam period at record rates.
- › BUSU operated a Student Legal Clinic and Tax Clinic.

07 Inclusive and Diverse Student Culture

- › BUSU partnered with clubs to host African Caribbean Night as part of Black History Month and a Pasta Bar and Drag Show as part of Brock Pride month.
- › BUSU partnered with Black Owned 905 to provide BIPOC markets on campus.

08 New Student Space

- › In 2023/24 the Brock University Students' Union moved forward on developing new student space (45,000 square feet) on campus.
- › The Brock University undergraduate students voted 79.9 per cent in favour of changes that will allow BUSU to obtain financing for the project. BUSU will be presenting a plan for new student space to Brock University for approval in spring 2024.

09 Social Enterprises

- › BUSU owns and operates Isaac's, General Brock Convenience Store, Subway, Booster Juice and Harvey's on campus.
- › The Brock University Students' Union leases space to Ah So Sushi, CK Wraps and Bowls, Ah So Korea, Coco Fresh Tea and the Daily Grind on campus.
- › BUSU provides over 120 Jobs for Students in our Social Enterprise operations.
- › The Brock University Students' Union Social Enterprises also provides competition for other food vendors on campus.
- › BUSU renovated Booster Juice and General Brock in the spring/summer of 2023/24.
- › BUSU added two international vendors in CK Wraps and Bowls and Ah So Korea this fiscal year.
- › The Brock University Students' Union implemented a new cloud-based point-of-sale system for food and beverage (Social Enterprises).

10 Where do we go from here?

a. New Student Space on Campus

- › The Brock University Students' Union will continue to move forward with the development of new student space on campus.
- › BUSU will be presenting plans for new student space on campus in the Spring of 2024.

b. Equity Diversity and Inclusion Plan

- › BUSU will develop an Equity Diversity and Inclusion Plan in 2024/25.

c. Food Insecurity

- › BUSU will continue to support food security on campus in 2024/25.

d. Integrated Yearly Staff Plan

- › BUSU will develop an integrated yearly staff plan in 2024/25.





Thank You for a Great Year!



Student powered



2023-24





ANNUAL REPORT 2023-2024

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