



DeGroote Commerce Society

McMaster University
1280 Main St. W, Hamilton, ON, L8S 4M4
DSB 131



DeGroote
Commerce Society
**End of Year
Report
2021/2022**

Letter from the President	3
What is the DCS?	4
2021/2022 Budget	5
Portfolio Messages	7
Chief Operating Officer - Manjyot Bansal	7
Chief Financial Officer - Emily Wagner	7
Vice President of Academic Affairs - Zaina Ahmad	8
Vice President of External Relations - Ibrahim Saeed	9
Vice President of Human Resources - Maria Edison	9
Vice President of Internal Relations - Jonathan Paglialunga	10
Vice President of Marketing - Bri Ellison	10
DeGroote Commerce Society Strategic Goals 2021/2022	11
Providing Students With Valuable Resources	11
Operational Excellence and Transparency	11
Widening the DCS Scope Into Advocacy and Impactful Change	11

Letter from the President

Hi DeGroote,

Thank you for taking the time to read this end of year report where we will discuss the operations of the 2021/2022 DCS term. This was a year unlike any other where we were faced with navigating both an online and in-person environment. This came with various challenges operationally, but also provided the DeGroote Commerce Society and our subsidiary clubs and committees to innovate and improve.

This year the DCS launched many new initiatives with the hopes of improving the student experience at a fundamental level. This included the addition of our VP Advocacy role, introduction of one new club and four new committees, an enhanced mental health focus, new opportunities to give back to students, and an attempt to return to in-person operations. The following report will dive deeper into these initiatives and their impacts. The DCS was nominated for six awards at the Canadian Association of Business Students (CABS) Roundtable conference for extraordinary business student association operations in the 2021/2022 year. I am proud to share that we took home both the Best Wellness Initiative and Outstanding President awards for the year. The 2021/2022 DCS Executive team, and all subsidiary club and committee leaders have worked tirelessly to make the best of a challenging year and this is evident by the incredible progress and engagement witnessed by each and every student group at DeGroote.

All in all, I am so incredibly grateful to the dedicated student leaders who have allowed this all to be possible. It was an honour to serve as your DCS President for the 2021/2022 term and I cannot stress enough how valuable student leadership and extracurriculars are for development in post-secondary education. If in reading this report, you have any questions or comments please do not hesitate to reach out to myself or Manjyot Bansal, the incoming DCS President for the 2022/2023.

Yours,



A handwritten signature in black ink that reads "Lauren Murphy". The signature is fluid and cursive, with the first name "Lauren" written in a larger, more prominent script than the last name "Murphy".

Lauren Murphy

DCS President 2021/2022

What is the DCS?

9 Clubs

- DeGroote Accounting Association
- DeGroote Consulting Association
- DeGroote Finance and Investment Council
- DeGroote Human Resources Association
- DeGroote Marketing Association
- DeGroote Operations Association
- DeGroote Real Estate Association
- DeGroote Sales Association
- DeGroote Women in Business

Impactful Initiatives

- DCS Advocacy
- Academic Resources
- Mental Health Support
- Bursaries and Scholarships
- Faculty-Student Support
- And more!

3500+ Students

100+ Events Annually

300+ Opportunities to Get Involved

15 Committees

- Backpacks 2 Briefcases
- Commerce Formal
- Creatives in Business
- DeGroote Business Challenge
- DeGroote Committee for Diversity and Inclusion
- DeGroote Entrepreneur
- DeGroote Green
- DeGroote Impact
- DeGroote Mental Health Fund
- Fail Like a Boss
- First Year Orientation Program
- Greensuits
- Grad Formal
- JDCC DeGroote
- InSight Collective

One Community

2021/2022 Budget

DeGroote Commerce Society Annual Budget

April 1st 2021 - March 31st 2022

INCOME

Membership Fees (Levy)	175,000
Greensuits Deposits	20,000
Formals Sales	15,000
Sponsorship	15,000
JDC Central Deposits	5,000
Merchandise Sales	5,000
Events Revenue	3,000
Total Income	238,000

EXPENSES

Committee Funding	
Commerce Social	17,000
Greensuits	15,000
JDC Central	13,000
Grad Formal	12,500
Other Initiatives	8,000
First Year Orientation Program	7,000
DeGroote Business Challenge	5,000
Creatives in Business	4,900
Backpacks to Briefcases	4,700
InSight Collective	4,000
DeGroote Entrepreneur	3,000
DeGroote Impact	2,500
Fail Like a Boss	2,000

DeGrootte Green	1,800
Total Committee Funding	100,400

Club Funding	
DeGrootte Finance and Investment Council	3,800
DeGrootte Consulting Association	3,000
DeGrootte Marketing Association	3,000
DeGrootte Operations Association	3,000
DeGrootte Women in Business	3,000
DeGrootte Real Estate Association	2,500
DeGrootte Accounting Association	2,400
DeGrootte Sales Association	2,000
DeGrootte Human Resources Association	1,500
Total Club Funding	24,200

DCS Executive Expenses	
Contingency Fund	18,000
President	16,000
Chief Financial Officer	13,000
Vice President Academic	8,500
Vice President Marketing	4,500
Vice President Internal	4,350
Vice President Advocacy	4,000
Chief Operating Officer	3,000
Vice President External	750
Vice President Human Resources	550
Total DCS Executive Expenses	72,650

Total Expenses	197,250
Net Operating Surplus/(Deficit)	40,750



Portfolio Messages

Chief Operating Officer - Manjyot Bansal

“With the on-boarding of 3 new committees as well as the strategic operations of 11 existing committees; the DCS has had a successful event of several online and in-person committee events, conferences and programs. With a year like no other- transitioning from online to in-person, our committee co-chairs and executives have exemplified strong ability to pivot in unforeseen circumstances and still create very impactful initiatives. With Welcome Week and FYOP having an impact on over 900 incoming first years with several events across the school year and JDCC placing 3rd in School of the year we have continued to build legacy for years to come. On a similar note, committees such as Backpacks to Briefcases and DeGroot Business Challenge have held impactful conferences during the year connecting our students to key business employers and speakers. DeGroot Green and Impact have brought unique sustainable initiatives such as the Bottle Drive and Silent Auction with local partners almost raising \$3000, supporting our community partners. Further, DeGroot Entrepreneur, CIB, Insight Collective, Fail Like a Boss and our Social Committees have accomplished +130 events this past year, all of which increased event attendance rates by 45%. In terms of operational efficiency, by streamlining strategic operational processing the DCS has been able to increase our event approval processes by 60%. Lastly, the DCS has introduced more leadership recognition events for our committee chairs and executives who put in extensive hard work into making this year a success. Overall, our committees have built legacy for future years and events to come.”



Chief Financial Officer - Emily Wagner

“Leading my amazing team of three Co-Controllers, Angad, Suvethika and Victoria, as CFO this year has been a very rewarding role that I am grateful to have had the privilege of holding. At the start of the year, I sat with my team and outlined two main values that I wished to uphold. They were transparency with students and open communication across the DCS. Since we are responsible for the management of student funds, it was crucial that all committees and clubs fully understood DCS’s financial policies. My team made a condensed version of the financial policies, which was easy to use quickly, allowing for the most relevant information being readily available. As well, we made an event spending framework, which will provide guidance to student leaders in future years. Other projects my team worked on included budget allocation for clubs, committees and DCS Executives, the review process of the DCS’s prior year financial statements and updating of the DCS’s financial policies. Overall, it was



terrific to see the passion from all levels of the DCS and I am proud to have enabled the many opportunities for growth students have enjoyed this year.”

Vice President of Academic Affairs - Zaina Ahmad

“This past year has been a really valuable experience for me. The biggest accomplishment for my portfolio is establishing the DCS Need Based Bursary. This new bursary was a great new initiative for the DCS to give back to DeGroote students. I also enjoyed leading the Academic Townhall but hope that the next VP Academic is able to lead an in-person event since that would add more value to students. Online events have made engagement challenging so I am excited to see more in-person interaction within the role next year.”



Vice President of Advocacy - Adhithya Krishnan

“My portfolio was brand new this year, and retrospectively I am impressed with what we have been able to accomplish. The DCS needs based bursary, DeGroote Committee for Diversity and Inclusion (DCDI), compiling the EDI Officer team, and the EDG report are the primary highlights. As VP Advocacy I pushed for a needs based bursary. With the approval of the President and the help of the VP Academic, we were able to push through a bursary of five thousand dollars. A brand new committee, DCDI has seen a successful year holding virtual and in-person events focused on EDI after life in undergrad. Our premier event was the "Management Nexus" held March 24th which was in-person at the University Club. With senior executives populating the panel and over sixty registrants, this event was a smashing success with lasting impact in the DeGroote Community. The EDI Officer program was the first of its kind, taking a proactive and student experience approach to snuffing out EDI issues in the school of business. We held several focus groups with relevant Equity Deserving Groups (EDG); the qualitative information gleaned from these focus groups have driven the discussion in the EDG proposal. This proposal is an all encompassing set of concerns for the DSB & DCS to collaboratively address with the faculty.”



Vice President of External Relations - Ibrahim Saeed

“Throughout this year, I took the initiative to build relationships between the various DCS clubs and committees to bridge the gap between the external portfolio and their external efforts. I worked on adjusting the organisation and structure in which the role is conducted, to ensure that the role is conducted effectively. I built training materials using a variety of sources and used them to serve as a mentor for leaders throughout DCS their outreach development. The DCS external team also demonstrated our success in pitching and relationship building with a 70% meeting-to-partnership conversion rate and obtained 7 corporate partnerships. This output amidst a year of turmoil due to uncertainties surrounding the COVID-19 pandemic is one which I am pleased with. In addition, I collaborated with Lauren to help build the DeGroote Mental Health fund, plan wellness events, and successfully develop the subsidized therapy initiative. I built a partnership with Lazsoc and collaborated with them for a Movember campaign and men's health event. My term as VP was very valuable to my development and I aim to assist in the development of the DCS external portfolio.”



Vice President of Human Resources - Maria Edison

“This year the VP HR portfolio has taken steps to interview more candidates to bring greater diversity to executive positions. This was a challenging year in terms of student engagement due to the virtual environment. Many students were burnt out, had zoom fatigue, or were missing important application information and deadlines. As a result, the VP HR portfolio took the initiative to be less selective and allow more student applicants to be interviewed in the virtual environment. This helped improve student interview skills and increase student engagement in applying for executive positions. My personal highlight of the year was seeing candidates that applied to multiple positions throughout the year improve their interview skills after every feedback form. The feedback form was especially important for international student and students that had never interviewed for student positions at DeGroote and were unaware of many of the opportunities available to them. Overall, I feel that the VP HR portfolio is about more than just recruitment. It entails sharing information about leadership opportunities at DeGroote, providing feedback to help students succeed in future interviews beyond DeGroote, and supporting the development of equitable hiring practices to make student leadership positions more accessible. Ultimately, I am very honored to have served the DeGroote community as the VP HR this year and I look forward to seeing how the portfolio develops in future.”

Vice President of Internal Relations - Jonathan Paglialunga

“This year, the DCS worked collaboratively with our 9 clubs to provide engaging opportunities for students to explore potential careers and get to know fellow students. Each club added new

elements to their operations. Notably, the DCS welcomed a brand new club - the DeGroot Real Estate Association, who had a successful kick off year. The DCS recognized the DeGroot Finance and Investment Council as our club of the year due to their high volume of quality events, and their introduction of McMaster's first ever student managed fund. Each and every DCS club was incredible to work with this year, and I cannot wait to see what they achieve in the next year. The DCS also successfully conducted five elections for our year representative positions and incoming Presidential election. Throughout my time on the DCS, I have continued to learn and develop new ways that we can improve our operations for the future."



Vice President of Marketing - Bri Ellison

"This year the marketing team implemented analytics tracking to both our Instagram and website. This has allowed us to understand what content our audience engages with most. Additionally, we have implemented marketing research to better understand the students understanding of the DCS. We found that students do have a lack of understanding of the role of the DCS, however, this year we have used social content to combat this issue. We used educational content to help inform students of the role the DCS plays such as videos and graphics. We also ensured a consistent brand image for all our content to help students recognize the DCS better. Lastly, the DCS marketing branch created two merchandise lines, with one of two having items dedicated to the graduating students of 2022."



DeGroot Commerce Society Strategic Goals 2021/2022

This year, the DCS put significant emphasis on achieving more and aligning each decision with our strategic goals.

1. Providing Students With Valuable Resources

As a student society at the DeGroot School of Business at McMaster University, the DCS's primary goal is to provide students with resources to assist them in their academic and career journeys. In the 2021/2022 year, the DCS went above the norm to provide students with enhanced resources as they re-adjusted to a changing school environment.

The DCS enhanced the student experience through the events hosted by our clubs and committees, and by adding a mental health resource and financial support resource for students. The DCS Mental Health Fund is one of this year's most admirable accomplishments for the DCS. This initiative provided students with subsidised accessible therapy services should they want to obtain mental health support outside of the traditional programs offered at McMaster. Additionally, the DCS provided two separate bursary opportunities for students including the DCS General Bursary and the DCS Needs-Based Bursary. The DCS Needs-Based Bursary provided an opportunity for students with a higher level of financial need to be awarded financial aid from the DCS. These initiatives, combined with the existing DCS offerings truly provided students with valuable resources required to navigate a new environment.

2. Operational Excellence and Transparency

When brainstorming goals for the 2021/2022 DCS term, the DCS executive team was passionate about improving operations within the DCS and ensuring transparency between students and clubs and committees. The DCS worked tirelessly to organise our internal documents, clean up processes, and reiterate improved responsibilities between the DCS and our subsidiary clubs and committees. From re-creating processes, organising DCS physical spaces, and being open to student feedback, the DCS accomplished this goal.

3. Widening the DCS Scope Into Advocacy and Impactful Change

Lastly, the DCS made incredible strides in implementing an advocacy arm of the organisation with the ultimate goal to create sustainable and impactful change at the DeGroot School of Business.

Beginning in April 2021, the DCS created a new executive role of VP Advocacy, who would work closely with the President and other executives to create a framework for advocacy at DeGroot. The DCS was able to conduct many focus groups with equity deserving groups at the DeGroot



School of Business to learn more about the environment in which the DCS and the DeGroote School of Business has created for students. This informed numerous initiatives including networking events held by the DeGroote Committee for Diversity and Inclusion, creation of the DCS Needs Based Bursary, reformed hiring practices, and working with the faculty to inform institutional change.

The DCS has built the foundation for increased advocacy and inclusion within the DeGroote School of Business and our extracurricular space. Our efforts have been recognized by the DeGroote School of Business and McMaster's Equity and Inclusion Office, being the first faculty society to be consulted on an equity project. This is imperative for sustainable change where the DCS can positively impact the broader McMaster community and create a better student experience for all.