



UNIVERSITY OF VICTORIA

7th Annual General Meeting
Canadian Federation of Students
May 8-14, 1988

7^e assemblée générale annuelle
Fédération canadienne des étudiant(e)s
du 8 au 14 mai, 1988

Canadian Federation of Students
Fédération canadienne des étudiant(e)s
- LOCAL 44 -

THE
CANADIAN FEDERATION OF STUDENTS-SERVICES
REPORT ON ACTIVITIES
MAY 1988



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INTRODUCTION:

The following Report on Activities for the Canadian Federation of Students-Services has been prepared for distribution to delegates attending the 7th Annual General Meeting of the Canadian Federation of Students, May 8 - 14 1988. The report provides a comprehensive review of CFS-Services activities since May 1987. Some background material as well as promotion materials currently used for these programmes will be available at the General Meeting.

All of the programme directors of the Canadian Federation of Students-Services will be in Victoria for the meeting. We look forward to meeting you and to a very productive meeting.

See you in Victoria.

OVERVIEW

The services component of the Canadian Federation of Students, CFS-Services fulfills its mandate to improve the quality of student life through provision of numerous services. The mandate is continually defined by the membership through General Meetings and meetings of the CFS National Executive.

In 1988, the Canadian Federation of Students-Services maintains a wholly owned and operated travel agency, TRAVEL CUTS, with 24 offices cross Canada and one in London, England.

The Student Work Abroad Programme, SWAP, enables students to participate in working holidays in Great Britain, Ireland, Australia, New Zealand, and Japan.

To meet student consumer needs, CFS-Services operates Studentsaver, Canada's National Student Discount Programme. Begun as YOUTHSAVER in 1977 with 700 discounts, Studentsaver now boasts over 6000 retail participants providing discounts to students identified by a CFS membership card or an International Student Identity Card (ISIC).

Canadian Programming Service, the Federation's speakers agency represents interesting and important Canadian speakers to the university and college market.

Begun in 1986, the CFS National Student Health Plan, enables student associations to offer students a competitively priced, comprehensive health insurance plan. A programme of managed dental insurance is available through the plan.

This summer CFS-Services will launch CFSnet, the computer communications network, which will link student associations across the country. By providing electronic mail and access to a customized on-line database, CFSnet will revolutionize communications within Canada's student movement.

CFS-Services also provides a number of resource and information services for Canada's student movement, such as the publication of the annual CFS National Student Association Directory.

Finally, in addition to its regular services, the Canadian Federation of Students-Services does not hesitate to involve itself in special projects considered relevant to student needs such as the Federation's collaboration with the Canadian Government Office of Tourism 1979-80 and work on International Youth Year in 1985.

The Canadian Federation of Students-Services is a dynamic and sophisticated organization capably serving the diverse needs of its membership through the provision of quality professional services.

THE OBJECTIVES OF CFS-SERVICES ARE:

To perform the following functions as defined in the articles of incorporation for CFS-Services established at the founding of the Canadian Federation of Students.

- (1) To expand and improve the services received by students in all parts of Canada and at all types of educational institutions;
- (2) To universally promote and support the principle of democratic and cooperative organization of services by students to meet their own needs;
- (3) To reinforce the effectiveness and efficiency of the services and operations of local student associations.

This goal may be achieved for example, by supporting local student associations with information, expertise, contacts, and resources, and by bringing students together to exchange information, skills, and ideas;

- (4) To provide forums and structures that encourage students to discuss and develop services at all levels;
- (5) To provide direct, useful nation-wide services to Canadian students. Such services shall take advantage of the resources, expertise, and other benefits of organizations of students at the national level;
- (6) To do all other things that are incidental or conducive to these purposes.

(From: CFS-Services Application for Incorporation of a Corporation Without Share Capital, dated January 25, 1982.)

3.3 STAFF & STRUCTURE

Canadian Federation of Students-Services

171 College Street, Toronto, Ontario
M5T 1P7

Executive Director David Jones

TRAVEL CUTS

President	Rod Hurd
Executive Assistant	Tammy Agueci
Accounts Manager	Simon Simangan
Accountant	Muna Champs
Special Accounts	Susan Woods Sandy Gough
Marketing Manager	Peter Gruer

Student Work Abroad Programme (SWAP)

Director	David Smith
Assistant Director	Margot Haldenby
Administrative Co-ordinator	Steven Pitkanen

Canadian Programming Service

Director	Peter Block
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Discount Programmes

Director	Robert Keddy
Administrator	Ann Klug

Communications

Coordinator	Jennifer MacLean
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In addition to the staff named above, TRAVEL CUTS employs over 150 full-time professionals in its 24 offices across Canada.

4. THE YEAR IN REVIEW MAY 1987 - MAY 1988

i) CFSnet - The CFS Computer Network

- Positive reaction to the proposed computer network at the May 1987 AGM encourages continuing development of the project.
- CFS National Executive begin to test CFSnet in December.
- CFSnet launched at May 1988 AGM.

ii) CFS National Student Health Plan

- In its second year the new National Student Health Plan adds 5 new campuses to the programme for a total of 8.
- As at March 1988 an additional 7 student associations are in the process of taking the steps necessary to join the Plan.
- A unique programme of dental insurance becomes available to students through the National Student Health Plan.
- The first meeting of the CFS National Student Health Plan User Group is held in Toronto March 3-4. The 20 participants include all campus plan administrators and representatives from the industry.

iii) Student Work Abroad Programme (SWAP)

- Over 1,600 students participate in SWAP in 1987.
- The success of ongoing CFS lobby efforts in Ottawa allows SWAP to host 200 Japanese and 400 British & Irish students in Canada in 1987.
- SWAP is approached by External Affairs Canada to run a small Finnish-Canadian work exchange programme.
- SWAP is invited by External Affairs Canada to investigate the potential for development of an Au Pair family placement programme.

iv) Canadian Programming Service

- CPS successfully negotiates with Jean Chretien to do a limited number of campus speaking engagements.
- CPS operates a best-ever year booking 122 speakers.
- CPS speakers Daniel Richler & Bill Lee are nominated for 1987 COCA Awards.

v) Studentsaver

- Studentsaver Discount Guide lists a record 6,000 participating businesses across Canada and is distributed free to all CFS members.
- Studentsaver redesigns it's Christmas promo campaign. New-look posters, flyers and PSA's are distributed to all member campuses.
- Student associations at a number of member campuses undertake imaginative Studentsaver promotional campaigns.
- New administrative procedures as well as a programme of increased support for local ISIC agents is implemented.

v) TRAVEL CUTS

- TRAVEL CUTS Guelph opens for service at the University of Guelph University Centre in February.
- Regional head offices with some retail space are set up in Montreal near the Université du Québec à Montréal and in downtown Edmonton.
- TRAVEL CUTS tenders a bid for office space at Memorial University in Newfoundland.
- Through its network of 24 offices, TRAVEL CUTS serves more than 200,000 students
- Over 4,500 students fly home for Christmas in the TRAVEL CUTS Charter programme.

5. TRAVEL CUTS

Report of the President:

In the past seven or so years TRAVEL CUTS has seen a very remarkable increase in the number of students which it serves. This year for example approximately 200,000 students will purchase travel products from TRAVEL CUTS producing in excess of \$40,000,000.00 in sales. By 1986 it had become apparent that the company's success in serving the market was in grave danger of being compromised by an underdeveloped administrative system. Quite frankly in 1986 TRAVEL CUTS was operating a thirty plus million dollar chain of 20 offices on a ten million ten office system.

A graphic illustration of the risk occurred in July of 1987 when illness necessitated a three month absence of the company's financial comptroller causing enormous delays in consolidating the 1987 audit and considerable gaps in ongoing financial processing and information which are only now being caught up.

In order to overcome this increasingly dangerous situation the management of the company has been investing in new systems and personnel.

In early 1987 TRAVEL CUTS entered into a contractual arrangement with Global Computer Systems which links Air Canada reservation hardware with Global's mainframe computer in Toronto providing on line processing of data and current financial information. Installation of this system was scheduled throughout the calendar year 1987 with offices being added as business activity and training schedules permitted. The last of the CUTS sales offices in Canada came on line in December and the benefits of the new system are beginning to be apparent this spring.

The company's strategy of regionalization of administration, product development and marketing, was also begun in 1987 with the establishment of a regional office in Vancouver early in the calendar year. A regional head office was established for the Ottawa-Quebec group in Montreal in February of 1988 and the regional office for the Prairies is slated to become operational in May of 1988. The two other regions, Atlantic and South Western Ontario are scheduled to follow in late 88-89.

The purpose of this regionalization is of course to make TRAVEL CUTS more responsive to the needs of the student market in each designated area both in terms of product and accessibility. Early results in BC and Quebec are beginning to show that the company is going in the right direction.

In addition to this internal restructuring and re-alignment the company has continued to develop some new offices during the year. At the last AGM the company was requested to establish an office in Memorial and a tender was entered to achieve this end. A decision on the matter has been delayed by Memorial until later this year, however the energetic support of the CSU President and Council at Memorial is certainly having a positive effect and the eventual outcome is received much more optimistically this time around compared to a few years ago.

The overall outlook for the year ending June 30, 1988 is somewhat equivocal. The performance to December 31, 1987 was on target for a profitable year end result, but the fallout from the Air Canada strike in late 1987 has manifested itself in continuous airline seat sales which have made the traditional spring increase somewhat spotty.

Revised estimates from the offices indicate that the year-end result will be at best close to break even with the finders fee included. Unfortunately this result will not permit the company to significantly increase the value of its reserves and more particularly the liquidity of those reserves, posing an even more difficult cash flow question for the winter of 1988 and 1989.

The company has been aided in overcoming this growing problem in the past through special arrangements with both British Airways and Canadian Airlines. Unfortunately changes in these arrangements occasioned through aggressive industry pressure against our unique student pricing has resulted in this cash flow source being eliminated at least for this operating season and we estimate that our cash flow shortfall will be at least \$750,000 during December, January, February, and March.

We are still investigating solutions to this problem but we urge that caution be used in considering any projects which may increase the draw on TRAVEL CUTS and CFS-Services.

TRAVEL CUTS has made some progress toward functional bilingualism which it continues as a high priority with emphasis being placed on hiring new staff fulfilling this objective. In addition bilingual printed matter is being adopted progressively as existing unilingual stocks deplete.

The reorganization of the company's administration is also beginning to yield opportunities for new product development and a high priority has been placed on this activity for 1988-1989.

The performance of the staff during the transitional period in installing new accounting and administrative systems has been exceptional and the membership owes a deep gratitude to these some 140 or so energetic and creative individuals.

A number of staff of long tenure have left the company's roster during the current year. These include Maria Ingratta, who has served in a number of capacities with the company both in Ottawa and Toronto since 1980, Roger Lavoie who established the first Voyages CUTS office in Montreal in 1981 and Karen Pinnell who has served in a number of management capacities since joining the organization in 1978.

The contribution which these people have made was instrumental to the success of student travel in this country and we wish them every success in their new ventures.

6.1 DISCOUNT PROGRAMMES

6.1.1 STUDENTSAVER

BACKGROUND

Canada's national student organization has operated a student discount programme since 1977. Until the advent of the Canadian Federation of Students in 1981, this programme was operated by the Association of Student Councils (AOSC) predecessor of CFS-Services. Retailers were asked to offer discount rates to all students who presented a valid International Student Identity Card (ISIC). It was believed that the ISIC, as an internationally recognized photo-identification whose distribution is rigidly controlled by the International Student Travel Conference (ISTC).

Despite the ISIC's many advantages, the discount programme experienced slow growth during its initial years. The 700 retailers solicited in 1977 rose to only 1,200 by 1980. Students were reluctant to purchase the ISIC as a discount card because there were not enough retail participants. At the same time, many retailers who might have joined were unconvinced of the program's viability because of the lack of ISIC sales. The discount scheme required some new initiative in order to reach its potential.

This new initiative came in 1981 with the inception of the Canadian Federation of Students. To give the programme a boost, a joint ISIC/CFS Membership Card was distributed to all students on CFS member campuses solving the problem of a lack of participating students. The number of students eligible to participate in the programme immediately grew from 20,000 to approximately 100,000.

The next task was to solicit retail participation. Between 1981 and 1983, two primary methods of solicitation were adopted. The first, a direct mailing to 10,000 retailers across Canada yielded disappointing results making it clear that direct contact with potential retail participants was needed.

The second method of discount solicitation was designed to address this problem. In 1982 the programme was repackaged under the name "Youthsaver" and an aggressive campaign of door-to-door discount solicitation was begun. Armed with brochures, letters of introduction, and endorsements from the leaders of Canada's three national parties, local representatives made direct contact with hundreds of retailers. The results were good where local student associations were enthusiastic, and poor where they weren't. Still, the idea of local solicitation appeared the way to go.

In 1983, "YOUTHSAVER" became "STUDENTSAVER" in order to better represent the market to which the discount programme was aimed. Equally important the name "STUDENTSAVER" allowed the use of the big red "S" in a new logo, which tied the Canadian discount programme to similar programs around the world. The system of local solicitation was expanded under STUDENTSAVER. Almost every CFS member campus became involved in trying to attract retailers into the program. Although weak in some areas, the overall number of discounts rose to 2,300 in 1983, almost double the number in 1982.

Today the programme represents about 6,000 retailers across Canada and produces cards, guides, and on-going promotion for student associations to distribute to the over 200,000 participants.

PROGRAMME REVIEW

DISCOUNT SOLICITATION SYSTEMS:

Over the years a number of retailer solicitation methods have been tried, some successful, some not, but the general consensus is that the most effective method of securing new STUDENTSAVER contracts remains the local sales representative. This system is favoured as it allows local councils and associations to take a more active role in the direction the programme and local reps are in a position to better understand their area than would be the case with a regional or provincial representative. In 1987 year-long solicitation was implemented. Many schools had their reps on stream by the end of February and most had their sales force in operation by the end of March.

The system appears to work very well. In most cases the outgoing executive member on a given council has undertaken to oversee the programme, which allows a new executive member to ease into the role as STUDENTSAVER "supervisor".

The student representatives work under the direction of the campus co-ordinator or, where organized, a co-ordinator for that particular city. The number of representatives can vary. They are paid a base commission of \$5 for every retailer signed and \$2 for each contract which is renewed at the end of its two year validity. Reps ensure that the retailer is aware of the programme details, has window and cash register decals and is supplied with ideas/artwork to promote their STUDENTSAVER participant status. At present, there are just over 6,000 discounts in the programme.

NATIONAL CHAINS:

Participation by National Chains is approached from two angles. On a national basis Toronto deals with organizations through telephone contact, meetings, and proposals. With respect to chains that are franchised, we try to obtain letters of support that local representatives can use when visiting local franchise operators. Many of our local associations have had great success using this approach.

National chains add high profile goods and services to the programme. As STUDENTSAVER continues to improve both the quality and quantity of discounts and programme distribution, increases in programme usage become more evident to potential national chain participants. CFS-Services through the Executive Director, and Director of Discount Programmes are continually making presentations and proposals to attract new national chain contracts.

NATIONAL STUDENTSAVER DISCOUNT GUIDE:

As always the discount guide is the focal point of the programme. Distributed to every full member at registration and to the 40,000 ISIC holders, it is their guide to saving money.

There have been a number of changes to the guidebook. Implementation of a regional guide system whereby there are two booklets (East/West) instead of a national edition. In 1988/89 a new 4"x8" guidebook (taller & narrower) will give us more opportunity to include coupons and stitch-ins. The larger book will also allow us to offer potential clients the ability to include information brochures, coupons etc. with our guidebooks and cards as they are handed out. This simple change in guidebook format will allow us to offer a much broader and expanded programme in the future.

CARD AND GUIDE DISTRIBUTION:

Each member must return a Studentsaver survey indicating numbers and method of distribution. If your school does not return the survey we will assume that amounts we sent in the last year were sufficient and we will send the same numbers this year. Please be accurate on your surveys. It should be noted that we do not tend to have extra stock produced. This is just too costly and takes up a great deal of space. Therefore if you do discover you need more you may discover that the cupboard is bare. But enough whining. Earlier deadlines enable us to ship the material for delivery before the councils need them at late the end of July.

ADVERTISING:

The guidebook is an excellent way for retailers to advertise to the student market. Advertising rates are available based on a two tier structure. National rates apply to retailers wishing to advertise in both versions of the guide (East/West), and the lower rates apply to regionalized retailers wishing to advertise in either one of the two guidebooks.

Local representatives have been sent rates as well as advertising contracts, and will be paid commission for selling ad space.

STUDENTSAVER PROMOTION:

STUDENTSAVER has been promoted in many ways. We have had articles in the national edition of the Globe and Mail, plus ongoing coverage in local papers. CFS-Services also produces press releases sent to the papers and radio stations at member schools.

CFS-Services also produces a three-part poster series promoting the programme. The first poster outlines the nature of the programme. The second poster is a Christmas motif, allowing for the insertion of local STUDENTSAVER listings. Unfortunately some areas had programs which were so extensive that a listing of stores was not possible. The third poster is a generic poster which could be used at any time encouraging students to buy from STUDENTSAVER stores as opposed to other outlets.

ON-CAMPUS PROMOTION:

Much of the best promotion is spearheaded by the local campuses. This is really the ideal situation as local student associations better understand what excites their students. Some of the most successful promotional events have been: A CFS day including talks on SWAP and other CFS programs, featuring a STUDENTSAVER table, which outlines the details of the programme and allowed students to pick up their STUDENTSAVER/CFS cards if they hadn't already done so. Co-op promotions with local retailers, cafeteria tray mats, table-top cards, and "S" Batman Pub, "S" Pub nights, a contest for the student who saved the most are other examples. The discount network is a service of your local association which students can use each day. Promotion of the service saves your students money and provides great profile to your association.

STAFF AND STRUCTURE:

The Discount Programmes are coordinated and directed by CFS-Services staff in Toronto. The position of Director Discount Programmes is the key job. For the first 8 years this was a temporary summer position the programme broadened in both size and scope, demands upon the Director increased. Since April 1985 the Director has been a permanent full-time position.

The Director is also responsible for all aspects of management and administration for the programme. The local campus programme representatives are responsible to the Director for solicitation of new discounts and for local programme profile. A student has been hired each summer to perform administrative functions. Assistance in the areas of copy-writing, media relations, and ISIC administration is provided by the ISIC Coordinator. The CFS-Services Executive Director is heavily involved in the programme and ensures that programme activity meets the goals and needs of the membership. Also, TRAVEL CUTS staff, and CFS fieldworkers provide valuable regional assistance.

6.1.2. COUNTDOWN

In the summer of 1985, CFS-Services was successful in negotiating an arrangement to become the licensee for COUNTDOWN in Canada. The following outlines some background on COUNTDOWN, the objectives of our involvement, recommendations for development the programme as accepted by the membership at the last General Meeting and an update on progress to date.

BACKGROUND

COUNTDOWN is a UK-based operation which, over the last 14 years, has developed into the largest retail discount programme in the world. At present, COUNTDOWN maintains a listing of over 17,000 discounts in the UK to serve its over 1.3 million COUNTDOWN cardholders.

There are three types of cardholder.

- a) Group Cardholders - represent over one million of the current subscribers and include the National Union of Students, UK (NUSUK - 200,000); the Union of Students of Ireland (USI - 80,000); the National Union of Teachers (NUT - 200,000); and the Confederation of Health Service Employees (280,000). By far the majority, these groups represent the foundation of the concept and are responsible for its broad development.

- b) Individual members - subscribe through direct marketing appeals for an annual subscription at 12 pounds (\$24.00 CAN) per year. They represent a small sector of the total members at approximately 150,000 but are a current priority for COUNTDOWN UK.
- c) Travel Trade members - receive the benefit of COUNTDOWN membership through the purchase of travel programs to destinations where a COUNTDOWN discount network exists. Travel companies purchase cards and guides as a marketing incentive to draw customers to certain programmes (ie. Wardair London). Approximately 50,000 memberships were sold through the travel industry last year. Revenues from travel trade sales are split equally between the COUNTDOWN office in the country offering the programme (ie. Countdown UK) and the licensee in the country of sale origin (ie Canada).

COUNTDOWN UK offers a variety of services to its members, including insurance, travel, credit card protection, discount gift certificates, and computer shopping, in addition to the regular retail discounts.

A system of representatives solicit discounts throughout the UK. The retail solicitation is break-even proposition as retailers pay the equivalent of a regular membership fee to become involved.

COUNTDOWN operates its own computer and card embossing equipment from its office in London. These facilities are made available to us as licensees.

COUNTDOWN actively seeks licensees to operate programmes in other countries. We are the sixth licensee to be appointed after France, India, Ireland, Kuwait, and the United States. COUNTDOWN is anxious to take on new licensees in order to establish the concept outside the UK and to promote travel industry sales.

OBJECTIVES

As a basic precept, our involvement in COUNTDOWN is directed towards objectives that benefit the STUDENTSAVER programme and/or the Federation as a whole. Four such objectives are readily identifiable:

- 1) To secure the STUDENTSAVER programme against the threat of direct competition in the retail sector and student market by a privately owned company using the COUNTDOWN name and reputation.

- 2) To subsidize the operations of the STUDENTSAVER programme.
A COUNTDOWN programme offering discount services to like-minded groups, ie. teachers associations, labor union and other federations will subsidize the solicitation, administration, staffing requirements of the STUDENTSAVER programme.
- 3) To aid in the development and value of the STUDENTSAVER service. Involvement in the COUNTDOWN programme will help to cover the costs of staff and offer support to operate the STUDENTSAVER programme on a year-round basis; a move that is essential to accommodate the administrative requirements of national chains and transport companies. COUNTDOWN will allow us to offer more to the business community and develop STUDENTSAVER without further taxing the resources of the Federation.
- 4) To access the international network of Countdown discounts. COUNTDOWN is the largest discount programme in the world. It operates the discount programme for the Union of Students in Ireland and the National Union of Students in the UK. Involvement will allow us to gain access to this network and draw expertise from their operations.

STAFF & STRUCTURE:

The Discount Programme Director oversees the operations of the COUNTDOWN programme and report to the Executive Director of CFS-Services.

Solicitation reps are hired to initiate contact with retailers. Staffing of solicitation will be covered by retailers fees and therefore will involve no expense.

6.2

CANADIAN PROGRAMMING SERVICE

Canadian Programming Service (CPS) represents the most comprehensive roster of prominent Canadians relative to any other speaker's agency in the country.

A rather bold statement to make? Perhaps, but judge for yourself:

Jean Chretien
Mike Duffy
Maureen McTeer
Henry Morgentaler
Ann Medina

Stephen Lewis
Peter Mansbridge
Gwynne Dyer
Dave Broadfoot
Erika Ritter

These are only 10 of the approximately 65 prominent Canadians CPS represents. There are also foreign diplomats, journalists, feminists, business people, fashion designers, animal rights activists, anti-apartheid leaders, and many, many more.

What this means is that CFS, besides being Canada's national student organization, also runs the preeminent speakers agency in the country. This further enhances the reputation of CFS and serves as a high profile service to offer to its members.

6.2.1. BACKGROUND

CPS is a seven year old service with a mandate to encourage alternative programming on local campuses. It serves as both a resource to local member associations in assisting the development of programme ideas and as a speakers agency.

As a counselling service CPS develops resource material for local use, recommends promotional ideas, suggests events that can be staged to complement a speaking engagement, provides "how to" information on topics such as debates and panels, etc., etc. As a speakers agency CPS sells speakers currently represented in its catalogues, tracks down others that schools have expressed interest in, recruits new speakers, prepares promotional material, negotiates fees, etc.

The counselling service of CPS can be as extensive as members request. We can help you establish the necessary organizational structure to ensure that alternative programming is a success on your campus. This can include everything from how to recruit volunteers, to setting up a budget, to advertising the events. Resource material is also available - simply request the Alternative Programming Manual for starters, and you will see that alternative programming (which, by the way, we define as anything other than a band playing in a bar or cabaret-type setting - speakers in bars, therefore, are alternative programming) is not only possible, but also not as difficult as you may think. And of course, throughout all experimenting with alternative programming, CPS is only a phone call away.

6.2.2 PROGRAMME DEVELOPMENT 1987-1988

Here are some highlights of the past year that have contributed to the development of CPS.

New Speakers

Over the past year CPS has added a significant number of new speakers, including some of the very prominent names listed earlier. Probably the two biggest names have been Jean Chr(tien and Stephen Lewis.

Jean Chr(tien agreed to a limited number of speaking engagements during the winter term (five to be exact) and has also indicated a willingness to continue working with CPS over the 1988/89 academic year. He has proven to be a phenomenal draw - 850 people at Guelph and approximately 1,200 at Carleton to name two - and has gathered rave reviews.

Stephen Lewis telephoned CPS in January to indicate his desire to be a part of CPS once he steps down from his position of Canadian Ambassador to the United Nations (likely in the summer). The Financial Post has said Stephen Lewis is probably the best orator in Canada and a Globe and Mail article on the Democratic primaries, referred to Jesse Jackson as "the best orator this side of Stephen Lewis." Anyone who has heard Mr. Lewis speak will have no hesitation in concurring with these sentiments.

Other new speakers include:

Dr. Hillary Wass -
Peter Mansbridge -
John Godfrey -
Claire Hoyer -

David Halton -
John Sawatsky -

Peter-Dirk Uys -

AIDS specialist
New anchor of CBC's THE NATIONAL
Editor of Financial Post
Former Toronto Sun columnist, author of Friends In High Places
CBC-TV chief political correspondent
Journalist and author of four books, including The Insiders: Government, Business and the Lobbyist
South African satirist and actor

Canadian Organization of Campus Activities (COCA)

COCA is a national association comprised of schools and associates (businesses) who are involved in entertainment programming. CPS has always maintained an active role in this organization and will be a full participant for the 1988 conference in London, Ontario.

COCA provides us with the opportunity to highlight our product and meet with those student executives who deal with entertainment programming and full time staff programmers.

We hope to showcase a new programme that will be available in the fall for members.

Promotional Material

One of the biggest concerns schools have when they book a speaker is attracting students to the event. To that end, CPS sends out as much promotional material as possible for each date and for the second year this has included posters for most speakers. We will continue to expand the number of speakers we produce posters for so be sure to ask about them when you call.

Conclusion

The 1987-88 year has proven again that CPS has a phenomenal growth potential. With 122 dates confirmed at the time of writing (a forty five per cent increase over the 1986-87 figure), the future continues to look very positive. Increased competition will mean CPS will have to be even stronger to maintain our roster of speakers as well as our share of the market.

6.2.3. STAFF & STRUCTURE

The Director of CPS works quite extensively with the staff at the CFS Services office in Toronto. This winter a part-time assistant has worked with the director. The Executive Director of CFS Services oversees the programme and the activities of the Director.

HERE ARE THE SPEAKING ENGAGEMENTS CPS COORDINATED FOR THE 1987-88 SE N

MEMORIAL UNIVERSITY	JULY 9'87	PETER MANSBRIDGE
QUEEN'S UNIVERSITY	SEPTEMBER 10'87	MEL HURTIG
QUEEN'S UNIVERSITY	SEPTEMBER 11'87	MIKE DUFFY
WATERLOO UNIVERSITY	SEPTEMBER 14'87	CHARLIE MCKENZIE
ELECTRICAL AND ELECTRONIC MANUFACTURERS ASSOCIATION	SEPTEMBER 17'87	MIKE DUFFY
CONCORDIA UNIVERSITY	SEPTEMBER 17,87	BILL LEE
URBAN DEVELOPMENT	SEPTEMBER 23'87	MIKE DUFFY
SAINT JOUITE	SEPTEMBER 24'87	MIKE DUFFY
WATERLOO UNIVERSITY	SEPTEMBER 28'87	MEL HURTIG
DALHOUSIE UNIVERSITY	SEPTEMBER 30'87	SUSAN COLE VS AL GOLDSTEIN
CARLETON UNIVERSTIY	OCTOBER 1'87	SUSAN COLE VS AL GOLDSTEIN
UNIVERSITY OF CALGARY	OCTOBER 7'87	HILLARY WASS
UNIVERSITY OF WESTERN ONTARIO	OCTOBER 8'87	YUSAF SALOOJEE
LANGARA STUDENTS UNION	OCTOBER 14'87	YUSAF SALOOJEE
SAINT MARY'S UNIVERSITY	OCTOBER 20'87	CHARLIE MCKENZIE
ACADIA UNIVERSITY	OCTOBER 21'87	CHARLIE MCKENZIE
SAINT FRANCIS XAVIER	OCTOBER 22'87	CHARLIE MCKENZIE
UNIVERSITY OF SASKATCHEWAN	OCTOBER 26'87	JOHN GODFREY S MEL HURTIG
TRENT UNIVERSITY	OCTOBER 26'87	PIETER-DIRK UYS
LONDON CHAMBER OF COMMERCE	OCTOBER 29'87	MIKE DUFFY
MCGILL UNIVERSITY	NOVEMBER 4'87	GWYNNE DYER
YM/WCA OTTAWA	NOVEMBER 4'87	MIKE DUFFY
MEMORIAL UNIVERSITY	NOVEMBER 4'87	LINDA FRUM
ASSOCIATION OF PROFESSIONAL ENGINEERS, LAKEHEAD CHAPTER	NOVEMBER 6'87	ERICA RITTER
YORK MEMORIAL COLLEGIATE	NOVEMBER 6'87	ROGER CARON
UNIVERSITY OF MANITOBA ARTS ASSOCIATION	NOVEMBER 6'87	BILL LEE
MANITOBA BASEBALL ASSOCIATION	NOVEMBER 7'87	BILL LEE
CRIMINAL LAWYER'S ASSOCIATION	NOVEMBER 7'87	ROGER CARON
UNIVERSITY OF ALBERTA	NOVEMBER 8'87	BILL LEE
UNIVERSITY OF SASKATCHEWAN	NOVEMBER 9'87	GWYNNE DYER
UNIVERSITY OF SASKATCHEWAN	NOVEMBER 10'87	BILL LEE
WILFRID LAURIER UNIVERSITY	NOVEMBER 10'87	MICHEL GRATTON
RED DEER COLLEGE	NOVEMBER 10'87	GWYNNE DYER
GUELPH UNIVERSITY	NOVEMBER 11'87	PAUL WATSON
MALASPINA COLLEGE	NOVEMBER 11'87	GWYNNE DYER
CONFECTIONARY MANUFACTURERS ASSOCIATION	NOVEMBER 11'87	MIKE DUFFY
SIMON FRAZER UNIVERSITY	NOVEMBER 12'87	GWYNNE DYER
CANADIAN COSMETICS, FRAGRANCES AND TOILETRIES ASSOCIATION	NOVEMBER 12'87	DAVID HALTON

1987-88 ENGAGEMENTS - CONT

MCMASTER UNIVERSITY	FEBRUARY 18'88	GENA TURGELL
TEXACO	FEBRUARY 22'88	RICHARD BROWN
MEMORIAL UNIVERSITY	FEBRUARY 24'88	JEAN CHRETIEN
GUELPH	FEBRUARY 25'88	SUSAN COLE AND HOLLY DALE
WINDSOR BUSINESS AND PROFESSIONAL WOMEN	FEBRUARY 27'88	MARILYN BROOKS
UNIVERSITY OF WATERLOO	FEBRUARY 29'88	DAVID HARLEY
UNIVERSITY OF VICTORIA	MARCH 8'88	SUSAN COLE
ERINDALE COLLEGE	MARCH 9'88	PETER MANSBRIDGE
KALAMALKA	MARCH 9'88	SUSAN COLE
CARLETON UNIVERSITY	MARCH 10'88	JEAN CHRETIEN
ST. BONIFACE	MARCH 10'88	MICHEL GRATTON
UNIVERSITY OF REGINA	MARCH 11'88	SUSAN COLE
WILFRID LAURIER UNIVERSITY	MARCH 14'88	SERGET ZAMIATIM
LAKEHEAD UNIVERSITY	MARCH 16'88	PETER MANSBRIDGE
MOUNT ALLISON	MARCH 18'88	CHARLIE MCKENZIE
MANITOBA ASSOCIATION OF SCHOOL TRUSTEES	MARCH 18'88	PETER MANSBRIDGE
CANADIAN SOCIETY OF HOSPITAL PHARMACISTS, BANFF CONFERENCE	MARCH 19'88	NEIL MUSCOTT
SAINT FRANCIS XAVIER	MARCH 21'88	VLADIMIR KIRILLOV
MOUNT SAINT VINCENT	MARCH 21'88	VLADIMIR KIRILLOV
RA (CARLETON RESIDENCE)	MARCH 22'88	ROGER CARON
UNIVERSITY OF PRINCE EDWARD ISLAND	MARCH 22'88	VLADIMIR KIRILLOV
MCMASTER UNIVERSITY	MARCH 23'88	PETER MANSBRIDGE
SAINT THOMAS UNIVERSITY	MARCH 23'88	VLADIMIR KIRILLOV
UNIVERSITY OF WESTERN ONTARIO	MARCH 23'88	JEAN CHRETIEN
UNIVERSITY OF NEW BRUNSWICK	MARCH 24'88	MIKE DUFFY
UNIVERSITY OF ALBERTA	MARCH 29'88	PAUL WATSON
RED DEER COLLEGE	MARCH 29'88	YUSAF SALOOJEE
NEPEAN PUBLIC LIBRARY	APRIL 9'88	ROGER CARON
ROYAL TRUST OTTAWA	APRIL 9'88	MIKE DUFFY
4H CLUB	APRIL 9'88	MIKE DUFFY
RETAIL COUNCIL OF TORONTO	APRIL 10'88	MIKE DUFFY
GOVERNMENT LIAISON ENVIRONMENTAL SEMINAR	APRIL 12'88	MICHEL GRATTON
YWCA SASKATCHEWAN	APRIL 13'88	MARILYN BROOKS
GROCERY PRODUCTS MANUFACTURES OF CANADA	APRIL 13'88	MIKE DUFFY
AUTOMOTIVE INDUSTRIES ASSOCIATION	APRIL 16'88	MAUREEN MCTEER
CANADIAN SOCIETY OF ASSOCIATION EXECUTIVES	APRIL 20'88	MIKE DUFFY
SAINT BONIFACE HOSPITAL	APRIL 21'88	PETER MANSBRIDGE
ACADIA UNIVERSITY	MAY 8'88	PETER MANSBRIDGE
ROYAL YORK HOTEL	MAY 11'88	PETER MANSBRIDGE

1987-88 ENGAGEMENT - CONT

CANADIAN FEDERATION OF STUDENTS	NOVEMBER 14'87	MIKE DUFFY AND SUSAN COLE
UNIVERSITY OF ALBERTA	NOVEMBER 16'87	HILLARY WASS
SAINT FRANCIS XAVIER	NOVEMBER 16'87	ANN MEDINA
MOUNT ALLISON	NOVEMBER 17'87	ANN MEDINA
GUELPH UNIVERSITY	NOVEMBER 17'87	MICHAEL SCHWAB
CHAMPLAIN UNIVERSITY	NOVEMBER 17'87	GWYNNE DYER
DALHOUSIE	NOVEMBER 18'87	HILLARY WASS
UNIVERSITY OF SASKATCHEWAN	NOVEMBER 18'87	DANIEL RICHLER
MEMORIAL UNIVERSITY	NOVEMBER 19'87	HILLARY WASS
UNIVERSITY OF WESTERN ONTARIO	NOVEMBER 19'87	GWYNNE DYER
SCHOOL OF JOURNALISM		
WATERLOO UNIVERSITY	NOVEMBER 24'87	JEFFREY SIMPSON
WILFRID LAURIER UNIVERSITY	NOVEMBER 24'87	ROGER CARON
UNIVERSITY OF OTTAWA	NOVEMBER 24'87	SUSAN COLE
UNIVERSITY OF WESTERN ONTARIO	NOVEMBER 25'87	JEFFREY SIMPSON
SIR SANFORD FLEMING COLLEGE	DECEMBER 2'87	ANN MEDINA
- LINDSAY		
UNIVERSITY OF ALBERTA	DECEMBER 9'87	JEAN CHRETEN
UGESS (UNIVERSITY OF OTTAWA)	JANUARY 7'88	MICHEL GRATTON
UGESS (UNIVERSITY OF OTTAWA)	JANUARY 14'88	YUSAF SALOOFE
CANADIAN HOMEBUILDERS ASSOC.	JANUARY 20'88	MIKE DUFFY
GUELPH	JANUARY 20'88	JEAN CHRETEN
UGESS (UNIVERSITY OF OTTAWA)	JANUARY 21'88	MIKE DUFFY
COOPER VISION	JANUARY 21'88	NEIL MUSCOTT
QUEEN'S UNIVERSITY	JANUARY 24'88	JOHN SAWATSKY
CANADIAN DRUG WHOLESALERS ASSOCIATION	JANUARY 26'88	MIKE DUFFY
UNIVERSITY OF WATERLOO ARTS	JANUARY 26'88	MIKE DUFFY
UNIVERSITY OF WINNIPEG	JANUARY 27'88	MIKE DUFFY
UNIVERSITY OF MANITOBA	JANUARY 27'88	MIKE DUFFY
UNIVERSITY OF MANITOBA	JANUARY 27'88	YUSAF SALOOJEE
STUDENT'S UNION		
CANADIAN RESTAURANT AND FOODSERVICES ASSOCIATION	JANUARY 27'88	JEFFREY SIMPSON
UNIVERSITY OF WINNIPEG	JANUARY 27'88	HOLLY DALE
UGESS (UNIVERSITY OF OTTAWA)	JANUARY 28'88	ROGER CARON
RIVER EAST TEACHERS ASSOCIATION	JANUARY 28'88	MIKE DUFFY
UNIVERSITY OF MANITOBA	JANUARY 28'88	HOLLY DALE
UGESS (UNIVERSITY OF OTTAWA)	JANUARY 29'88	SKIT ROW
UNIVERSITY OF MANITOBA	JANUARY 29'88	IGOR LOBANOV
WILFRID LAURIER UNIVERSITY	JANUARY 31'88	GWYNNE DYER
UNIVERSITY OF VICTORIA	FEBRUARY 5'88	HILLARY WASS
MCMASTER UNIVERSITY	FEBRUARY 9'88	VLADIMIR THUPI

987-88 ENGAGEMENTS - CONT

SCION, MONTREAL	MAY 19'88	ANN MEDINA
YW/MCA, CHARLOTTETOWN	MAY 22'88	MIKE DUFFY
NEW YORK COOPERATIVE INSURANCE ASSOCIATION	MAY 24'88	MIKE DUFFY
YWCA CALGARY	MAY 27'88	ERICA RITTER
PURCHASING AGENTS, HALIFAX	JUNE 10'88	MIKE DUFFY
CANADIAN HEALTH RECORDS	JUNE 1 '88	MAUREEN MCTEER
CANADIAN ASSOCIATION OR RECYCLING INDUSTRIES	JUNE 20 '88	PETER MANSBRIDGE

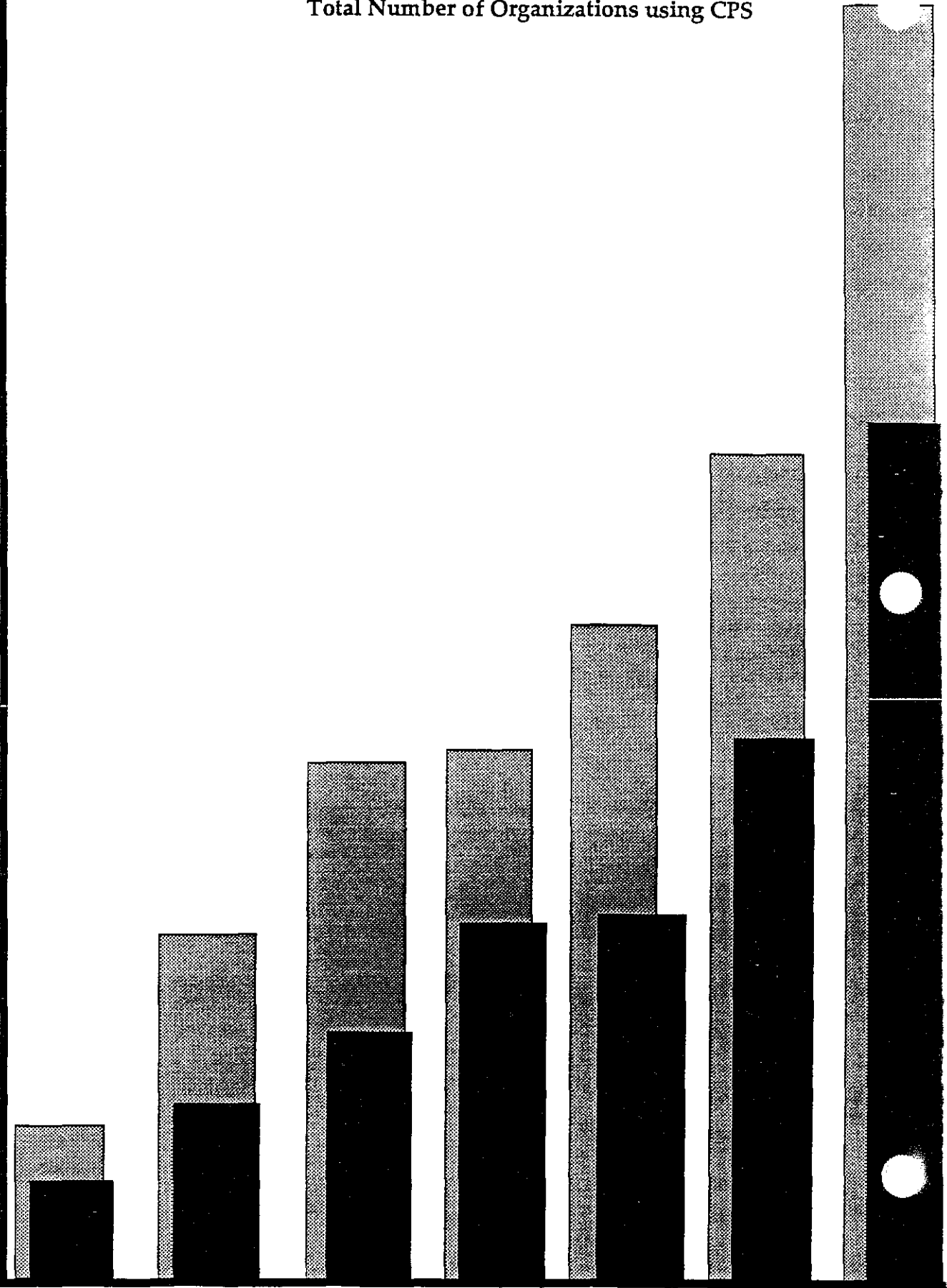
TOTAL BOOKINGS

122

CANADIAN PROGRAMMING SERVICE BOOKINGS GRAPH

130
120
110
100
90
80
70
60
50
40
30
20
10

Total Number of Bookings
Total Number of Organizations using CPS



1981-82 1982-83 1983-84 1984-85 1985-86 1986-87 1987-88

6.3 STUDENT WORK ABROAD PROGRAMME (SWAP)

6.3.1. BACKGROUND:

The Student Work Abroad Programme (SWAP) was established in 1975 with a Canada/New Zealand work exchange involving 50 students from each country. In 1987, approximately 1,600 Canadian students participated in SWAP in Britain, Ireland, Australia, New Zealand, Japan and France. Over 1,000 students from those countries enjoyed a similiar opportunity in Canada where SWAP staff provided them advice and information on employment and accommodation. The objective of SWAP is to provide Canadian students the opportunity to take legitmate employment abroad in order to increase their contact with the people and culture of the country being visited as well as to augment their travel budgets.

SWAP promotional materials underline to students that jobs abroad are similiar to summer jobs in Canada and that they should not plan to use the programme as a means for saving funds.

Over the past five years SWAP has enjoyed rapid and significant growth and is known on campuses as a principal service of CFS

6.3.2. PROGRAMME DEVELOPMENT 1987-88:

SWAP Britain:

The only significant change to our British programme is administrative. As an alternative to budget hotels in Central London for the first two nights of accommodation we have now established an arrangement with the YHA of England and Wales to use London's Earls Court Youth Hostel for this purpose. We have developed a process to ensure proper bookings from over 20 TRAVEL CUTS offices in order to ensure that we are not forced to cover overbookings and underbookings at that facility.

SWAP Ireland:

In past years high unemployment rates in Ireland have limited SWAP Ireland participation however our collegial organization in Ireland, USIT, that this has changed especially in areas of word processor operators in Dublin. We have been promoting SWAP Ireland in a more positive light in campus presentations this past year. We are hoping to double Canadian participation in Ireland by 1989.

SWAP Australia & New Zealand:

In 1988 we will be sending 300 Canadians to Australia and 100 students to New Zealand. The host organizations in those countries have merged their SWAP activities for both our students and the Aussies & Kiwis. This change will reflect increased services for our students in Australia and a general increase in the numbers of Australians coming to Canada in November of 1988.

SWAP Japan:

As this report is being written, we are in the process of changing our hosting programme in Tokyo. We have made a contractual arrangement with a Japanese speaking Canadian living in Tokyo and we are negotiating with the American academic organization, the Council for International Educational Exchanges to improve our hosting capabilities. CIEE's Tokyo office is responsible for the TEFL (Teaching of English as a Foreign Language) certification for the Japanese Ministry of Education.

Initiatives:

SWAP France:

Though our efforts to introduce a French component to SWAP in 1987 were not successful, we will attempt to re-establish this activity in 1989 through the negotiation of a working holiday agreement with France. It should be noted that all claims from 1987 participants have been dealt with most fairly.

SWAP Finland:

A programme for Finland will be introduced in the 1989 SWAP brochure. In 1988, approximately 25 Finnish students recruited through that country's Department of Labour will arrive in Toronto. At our request, the Finnish Federation of Students and their travel company, Travela, have been involved with this programme.

The Canadian students going to Finland in 1989 will not actually be in the employment market. Rather, they will be matched with Finnish families. Participants will receive free room and board, pocket money (approximately \$65.00 CAD per week) and will teach English to their hosts. This new programme is motivating our newest staff member, Steven Pitkanen, to learn a bit of his lost heritage language!

SWAP Germany:

SWAP staff met recently with a representative of the Embassy of the Federal Republic of Germany (West Germany) to discuss a new programme. Though we have hopes to establish such a programme, we would prefer to not meet the German request to pre-establish jobs for their students. We feel that pre-established jobs are a false-security, ruling out the flexibility and mobility which are key to a working holiday. Time will tell if Bonn buys our arrangement.

Other Developments:

At the recent ISTC annual meeting in Rome, a number of other contacts expressed some degree of interest in working holidays. CFS staff were approached by and discussed SWAP with representatives of Belgium, Austria, Mexico and the Soviet Union.

With the exception of some real interest from Belgium, the other destinations do not appear realistic at this time. The Soviet representative for example, was interested in a 10 day work programme !!

The big news from Rome is the establishment of a Working Committee of the ISTC on Work Abroad Programmes. The committee, chaired by SWAP Director David Smith is to cooperate in supporting initiatives aimed at government and in attracting new countries into this programme area.

Hosting:

As predicted last year, 1988 will see a dramatic increase in the numbers of foreign students coming to Canada from our SWAP partners abroad. Following is a breakdown of participation by country:

- Britain: Approximately 600 students arriving in June and July and working until early September.* The majority will remain in Toronto though 50 will arrive in Vancouver.
- Ireland : 200 Irish students will arrive in Toronto in June and will work until early September.* All but a few will probably remain in Toronto.
- Finland: 25 Finnish students will arrive in Toronto in early June and will work until early September. Though the majority will stay in Toronto, there is some likelihood that many will attempt to work in other Finnish-Canadian communities such as Thunder Bay.

- Australia: Around 100 Aussie students will arrive in Vancouver in November. They may remain in Canada for up to one year.* Most will work in BC and Alberta though a few always trickle east.
- New Zealand: Again we expect 100 Kiwis in Vancouver who like their "Trans-Tasman" friends, will largely work in BC and Alberta. New Zealand students may remain for up to 6 months in Canada.*
- Japan: SWAP provides a free welcoming service for all Japanese participants issued with a visa by our Tokyo Embassy. Of these 1,200 to 1,500 young Japanese, around 400 will take advantage of our advice and information in Toronto and Vancouver. Our new host organization in Tokyo, CIEE is developing a SWAP Canada programme to be introduced in 1989. We in turn, will develop a more comprehensive hosting programme for these young Japanese.
- *NOTE: All of these departure dates reflect Canadian Working Holiday visa regulations.

Hosting Developments:

We are currently investigating the development of an Au Pair family placement programme at the request of External Arrairs Canada. The results of this summer's research will be available at the November '88 Semi-Annual General Meeting and recommendations regarding such an activity will be made by staff at this time.

Hosting General:

CFS cannot operate SWAP unless we offer similiar opportunities to foreign students in Canada. Though it is appreciated that some regions of Canada suffer chronic unemployment, it must also be appreciated that we send over 1,000 Canadians into the UK labour market each year.

SWAP staff take pains to direct these foreign students away from areas of high unemployment, as we also do in Britain. In the summer of 1987, there were over 20,000 unfilled jobs in Metro Toronto. This is why the majority of foreinors will remain in that city. The Township of Banff, Alberta employs the vast majority of our winter arriving Aussies and Kiwis and still the various resorts have other jobs to offer.

Last summer, the first annual SWAP "bash" at a Toronto night club brought out over 400 foreign students. We will repeat this effort in 1988 aiming for lots of coverage in the national press aimed at interesting our students in SWAP. Watch for it this summer!

6.3.3. STAFF AND STRUCTURE:

SWAP is jointly administered by CFS-Services and TRAVEL CUTS. The CUTS offices are principle contact points for potential participants. Each office is provided with a manual which outlines the major points in selling the programme and administrative directives such as financial concerns, flight bookings, etc. Where possible, the CUTS managers appoint a staff member as a SWAP specialist or take on that role themselves.

CFS-Services employs a Programme Director on a full-time basis. The Executive Director of CFS-Services and the President of TRAVEL CUTS jointly provide direction and guidance to the SWAP Director.

The SWAP Assistant Director is an experienced travel counsellor who is responsible for liaison with the local TRAVEL CUTS offices and for the overall administration of the programme. Since SWAP Britain has increased 5 times in size over the past six years, full-time Co-ordinator, SWAP UK, is permanently based in London. CUTS staff in Ottawa and Vancouver also assist SWAP staff in arranging visas from the appropriate embassies and consulates during the busy spring period. A Hosting Coordinator employed part-time in 1987 has evolved into the full-time position of Administrative Coordinator also responsible for hosting.

The London SWAP Centre, which is located at the University of London Union, also employs 2 part-time assistants, especially during busy periods.

STAFF:

DIRECTOR	David Smith
ASSISTANT DIRECTOR	Margot Haldenby
CO-ORDINATOR, SWAP UK	Pia Sutcliffe
ADMINISTRATIVE COORDINATOR	Steven Pitkanen

6.4 THE NATIONAL HEALTH INSURANCE PLAN

6.4.1. INTRODUCTION

The National Health Insurance Plan was set-up in the spring of 1985 to assist student associations with the design, negotiation, promotion, and administration of campus plans to provide students with a wide range of health care benefits not covered through provincial government health plans. The plan set out to improve the quality of benefits and accountability of student health plans and to combine the immense buying power of the Canadian student market.

Now in its third year, the program has achieved all of these goals. The plan has created a new standard in the quality of benefit coverage, delivery systems, service, control and accountability for student health plans in Canada. As well, a new completely unique plan for "managed dental care" for campus groups is now available through the National Health Plan.

The plan features include:

- The most comprehensive set of benefits available through an campus group plan:
- Accidental Death and Dismemberment
- Repatriation
- Accident and sickness expenses
- Prescription drugs
- Ambulance expenses
- Dental injury
- Tutorial expenses
- Therapists, including physiotherapy, speech therapy, massage, naturopath, chiropractor
- Braces, appliances, equipment
- Coverage while outside province or country
- Vision care
- Dental care
- The services of the industry's top underwriters, brokers, pay-direct claim administrators, and capitation dental care operators
- Personalized Pay-Direct cards, the most sophisticated delivery systems for claims administration
- Control over plan design and accountability through regular reporting of claims experience
- Participation a national users group of plan administrators from each campus that will monitor the national plan and participate in its development

- The services of a full-time national secretariat with on-line computer connection to help with the ongoing operation of campus plans and the development of the National Health Plan.
- A unique programme of managed dental care covering all regular and special dental care needs

6.4.2. PROGRAMME REVIEW

Participation

Four campuses took advantage of National Health Plan benefits in its inaugural year. Three new campuses joined in the period of June to September bringing the number of participating student associations to seven.

<u>Participating Campus</u>	<u>Date Joined</u>
University of Windsor SAC	September 1985
University of Windsor GSS	September 1986
University of King's College	September 1986
Mount St. Vincent University	September 1987
Memorial University of Nfld	June 1987
Sir Wilfred Grenfell College	June 1987
University of Western Ontario SOGS	September 1987
University of Prince Edward Island	September 1987

At March 1988 six new campuses are working on the implementation of a health plan and are in the process of gaining the required referendum or General Meeting approval. Three campus plans will incorporate dental coverage.

Industry Response

It is important to note that the introduction of a National Health Insurance Plan has proven to be of great service to all campuses with health plans by creating a new industry standard in the cost and quality of student health plans. The concept of student organizing a national plan was fought hard by certain companies. Competition from some of the commercial operators of campus plans proved to be much stronger than predicted. In many cases commercial operators improved coverage and service features significantly in an attempt to compete with the quality of benefits, delivery systems and services of the National Plan. Bargain basement prices were offered by these companies to "buy" those associations considering a switch to the National Health Insurance Plan - a tactic which in the beginning worked but has since proved to be a problem on those campuses. The net result is important - a new standard of health plans for most Canadian students.

Plan Developments

All eight campus plans have run successfully in the past year. Renewals are expected at all existing campuses and three participating campuses are seeking referendum support to upgrade the quality of their benefits.

A third underwriter North American Life, a major Canadian health insurance company, has been brought in under special arrangement. Though the plan remains open to co-operation with any underwriter that can meet quality and cost standards of the National Health Plan, three main underwriters committed to specialized services will remain the core support of the plan.

The dental plan has been further developed and a number of campuses are planning for its implementation in the next academic year.

Pay-direct drug card services have been introduced in some provinces where no such plan was available. Specialized pay-direct drug plans have been developed to accommodate specialized campus needs.

The major developments have to do with the set-up of the users group and current plans for a national health plan secretariat.

The User Group

The first meeting of the National Health Plan Users Group was held in Toronto, March 8, 9. In attendance were plan administrators and student union representatives from all eight participating campuses.

The Users Group is set up to allow the administrators of the campus plans to have an increasing planning and policy formation role in the National Plan. It is an opportunity to work out administrative details and broad questions of new policy or service features. Through the group local administrators can keep up on the latest trends and developments in the health insurance industry.

Benefits

A number of new benefit areas are currently being investigated including tuition insurance, long-term disability, and alternate supply mechanisms for contraceptive devices.

The National Secretariat

In order to further develop the support services, and to keep pace with the campus demand for health plans, it is proposed that a national secretariat be set up at the CFS-Services office to provide ongoing day to day support for campus administrators and to work on overall plan development. The secretariat will be staffed full-time to maintain an on-line computer link with participating campuses, assemble promotional materials, file monthly reports on claims experience, produce administrative guides, and communications info on health issues and developments to the National Health Plan. This proposal was discussed at the Users group meeting and the National Executive where it received unanimous support by both groups.

The National Health Plan, even after the set-up of the Secretariat, will continue to be financially self supporting. The volume of activity warrants the administrative back-up and can now support the costs.

6.4.3. STAFF & STRUCTURE

With the set-up of the secretariat, the National Plan will support a full-time staff member, retain the services of a consulting broker, Brad Taleski, both of whom will work under the direction of the National Executive and Health Plan User Group through the Executive Director of CFS-Services. Arrangements exist with a number of underwriters, a claim administrator and dental management company to serve the local campus health plans.

6.5 CFSnet

This summer CFS-Services is launching its newest service - CFSnet - the computer communications network for Canada's student associations.

CFSnet will link your student association with student associations across town, across the province, across Canada. Easy to use and cost-efficient CFSnet will revolutionize communications in Canada's student associations.

6.5.1. BACKGROUND

Communications and information sharing are two of the most obvious benefits of membership in any national association. The more efficient and immediate the communication links within the association, the more effective both the organization and the members become (and the more valued participation in the association becomes). In terms of the type of work CFS does currently and the kind of work it aspires to do the potential for a computer network linking student associations across the country appears endless.

CFSnet will add a new dimension to communications for Canada's student associations. CFSnet is a state-of-the-art custom-designed computer network system. Its electronic mail service will mean instant connections with all participating student associations, with CFS in Ottawa and CFS-Services, with the National Executive, fieldworkers, and provincial organizations. Its on-line newsletter will ensure that you are up-to-date on the latest CFS activities. An on-line news-exchange will allow you to let the rest of the country know what is happening on your campus and in your province. "Electronic bulletin boards" will provide a space for subject defined electronic discussions on issues from Campaign, to ideas for National Week of Action. Finally CFSnet's on-line database will enable you to look up everything from the minutes of the last general meeting to ISIC issuing procedures. Whether you are at Memorial University in Newfoundland or at University of Victoria communicating via CFSnet is equally inexpensive and immediate.

6.5.2. DEVELOPMENTS

Research

Preliminary discussion of the potential utility of a computer communications network for CFS was initiated just under 18 months ago at the January 1987 meeting of the National Executive. Based on that discussion extensive investigation into the existing computer network technology as well as communications software was begun. The results of this initial research provided the basis for a workshop discussion on the planned network during the May 1987 general meeting. Encouraged by the reaction of the delegates, which was to say the least, enthusiastic, work on the project was intensified. Research was continued, a number of networks were tested and a preliminary model for a custom network best suited to the needs of CFS and its member associations resulted.

By November 1987 we were ready to test CFSnet.

Trial Network

A test version of CFSnet with approximately 25 users (National Executive members, fieldworkers, provincial organizations, and the staff at CFS and CFS-Services) has been running since early December. As anticipated this test has pointed out both the strengths and flaws of CFSnet as it was originally conceived. The final configuration of CFSnet (which will be on display in Victoria) incorporates a number of changes based on the experience of the past few months.

6.5.3. CURRENT DEVELOPMENTS

At time of writing we are in the last phase of both designing CFSnet and making final arrangements with both the software company and the host network.

CFSnet will be available to student associations this summer. All student associations will be encouraged to come on-line over the summer in order to ensure that the network is working at full capacity by September. All user ids and software for the network will be available from CFS-Services. CFS-Services will provide manuals and all support services necessary in order for users to come on-line. Over the summer the on-line newsletter will be initiated, the electronic discussion groups formed and materials will begin to be available from the on-line database.

CFSnet will be on demonstration throughout the General Meeting in Victoria where all delegates will be encouraged to test it out for themselves.

6.5.4. FUTURE DEVELOPMENT

CFSnet is designed to be the communications network for Canada student associations. It has been designed to accommodate the many demands which it is anticipated will be placed on it by various groups within student associations including programmers, women's centres, some clubs etc. CFSnet will, for example, be the major communications link between CFS Health Plan Administrators on each campus and the National Health Plan Secretariat. CFSnet services can be offered to a number of other groups such as the AMICUS-C, student association business managers, COCA, the Canadian Organization for Campus Activities and others.

6.5.5. STAFF & STRUCTURE

Research and design of CFSnet has been undertaken by the CFS-Services Communication Coordinator, Jennifer MacLean with much assistance from Andrew Shaw who has acted as our technical advisor, David Jones, Executive Director, CFS-Services and a number of individuals active in the electronic communications field.

CFSnet will continue to be the responsibility of the Communications Coordinator.

A comprehensive information package about CFSnet will be available at the General Meeting.