

Canadian Federation of Students(-Services)
National General Meeting
May 1992

REPORT
NATIONAL EXECUTIVE



The National Executive report contains information on the following:

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For information on International work and Federation finances please refer to the reports of the National Deputy Chairperson and National Treasurer respectively.

**CANADIAN FEDERATION OF STUDENTS(-SERVICES)
NATIONAL EXECUTIVE
REPORT TO MEMBERSHIP
GENERAL MEETING
MAY 24 - 30, 1992
EDMUNDSTON, NEW BRUNSWICK**

NATIONAL EXECUTIVE MEMBERS

Kelly Lamrock	National Chairperson
Allison Lewis	National Deputy Chairperson
Lyndon Surjik	National Treasurer
Robin Major	Newfoundland Representative
Kristine Anderson	Nova Scotia Representative
Mark Lockwood	New Brunswick Representative
Bruce Davison	Prince Edward Island Representative
Nicole Sequin	Ontario Representative
Kevin Dearing	Manitoba Representative
Richard Bruce	Saskatchewan Representative
Sandeep Dhir	Alberta Representative
Jaimie McEvoy	British Columbia Representative
Melody Johnnie	Aboriginal Students Representative
Kevin Woods	Graduate Students Representative

OTTAWA STAFF (600, 170 Metcalfe Street)

Jocelyn Charron	Communications Co-ordinator
Bernie Froese Germain	Internal Co-ordinator
Louise Carrière	Researcher
Catherine Remus	Government Relations Co-ordinator
Katherine Sproule	Financial Co-ordinator
Carol-Lynn Prebinski	Translator
Maité Gonzalez	Translator
Caryn Duncan	Researcher
Carl Gillis	Researcher (summer student)
Sylvia Soufi	General Meeting Organizer

TORONTO STAFF (243 College Street)

David Jones	Executive Director
Claudia Sutton	Office Administration
*Stella George	Reception
David Doze	Canadian Programming Service Co-ordinator
Chris Gibbs	Studentsaver Co-ordinator

Blake Reilly	Studentsaver
*David Smith	Student Work Abroad Programme Co-ordinator
*Laura Gannon	Student Work Abroad Programme
*Crystal Bailey	Student Work Abroad Programme
Hugh Leighton	National Student Health Plan
Ann Klug	Communications and Special Projects
Mike Perry	National Student Health Plan
Dawn Lee	Graphics
*Simon Simangan	Accounts Manager
*Muna Champsi	Accounting
*Mario Zava	Accounting
*Bernice Harris	Accounting
*Rowena Rebano	Accounting
*Susan Woods	Special Accounts and Staff Training
*Heather Crosbie	Special Accounts
*Irene Rospond	Special Accounts
*Julie Nguyfn	Special Accounts
*Lisa Krecht	Special Accounts
Kathy Miller	Dental Plan
* Staff paid by Travel Cuts	

FIELD STAFF

Michelle Brazil	Newfoundland/Labrador/Nova Scotia
Derek Carlisle	Prince Edward Island/New Brunswick
Denise Doherty-Delorme	Manitoba/Saskatchewan
Brian Humphries	Alberta

VANCOUVER OFFICE

Philip Link	Executive Officer
Jean Karlinski	Researcher

ONTARIO FEDERATION OF STUDENTS/CANADIAN FEDERATION OF STUDENTS(-SERVICES)

Nini Jones	South Western Ontario (OFS Fieldworker)
Christine Steidman	Northern Ontario (OFS Fieldworker)

TRAVEL CUTS HEAD OFFICE (171 College Street, Toronto)

Rod Hurd	President
Mike Fuller	Marketing
Tammy Agueci	Product Development
Tracy Walsh	Inter Office Manuals

CANADA STUDENT LOANS PROGRAM

The elimination of both the 3% tax on student loans and the six-month interest-free subsidy announced in the federal budget were but the beginning of changes to the Canada Student Loans Program (CSLP). The key phrase in Finance Minister on Mazankowski's budget night statement was that he "hoped proposed changes will provide scope to increase weekly loan limits and to eliminate the 3% administrative fee....". Since that budget announcement the Federation has been attempting to pin the government down on a date for axing the 3% tax, lobby against the elimination of the interest-free period, and to determine what those other changes are.

On April 10, Kelly Lamrock and Catherine Remus attended a meeting of senior bureaucrats from Secretary of State, the Department of Finance, External Affairs and the Prosperity Secretariat. Also present were three other education-related groups; the Canadian Association of University Teachers (CAUT), the Association of Universities and Colleges of Canada (AUCC) and the Association of Community Colleges of Canada (ACCC). It was at this meeting that the Federation learned of government plans to create a "special operating agency" to administer the CSLP. A subsequent press conference with CAUT and the National Education Association of Disabled Students (NEADS) called upon Minister deCotret to respond to our questions regarding the accountability, financial status, and policy development and research role of the new agency, which the minister apparently had little enthusiasm for doing.

April 30 saw the long-overdue meeting of the National Advisory Group on Student Assistance (NAG). Created by then-Secretary of State David Crombie, the NAG includes student groups, administrators, professors, and bankers, and is intended to offer advice to government on the CSLP. The last meeting of the group was in March 1990. Kelly Lamrock and Catherine Remus attended and expressed our concern, yay, at times outrage over proposed changes in a document called "Lending For Learning". These changes would severely limit the benefits of the program to students, as they would set limits on the number of years one could use the program, increase the minimum course load to 80%, set academic standards to continue receiving loans, and deem some programs ineligible for loan assistance. Worst of all, the government will now only co-guarantee loans with the banks, which according to a spokesperson for the Canadian Bankers' Association may require students to get a parental guarantee on their loans. (!)

THE PROSPERITY INITIATIVE

Federation representatives attended a number of the Community Talks as part of the federal government's Prosperity Initiative, an alleged consultation with Canadians on the economic future of the country. The starting documents, especially "Living Well, Learning Well", speak of the importance of education to Canada's economic future, so Federation representatives have gone forth to challenge the government's sincerity in this matter given the government's rather abysmal record, as outlined in background documents prepared by Caryn Duncan and sent to all members. While a number of the Community Talks led to good local media coverage for the Federation, a number of others led to complaints about decidedly unneutral facilitators, carefully selected participants, and follow-up reports that edited out or downplayed any recommendations inconsistent with the government's agenda. In response to these complaints brought forward by the Federation at the April 10 meeting with Prosperity Secretariat officials, the Federation was asked to send representatives to the Regional Talks. As of the report deadline, two of these talks had been held. Sandeep Dhir and Sandra Rein attended the Saskatoon

talks, where they managed to win an endorsement of a minimum 3% surtax on corporations to go to education. Kelly Lamrock attended the Regional Talk in Moncton, where his group called for a 3% corporate surtax, restoration of Established Programs Financing funds, a tuition freeze, a national system of grants, increased Challenge funding, and the elimination of parental contribution from the CSLP needs assessment. Ministers Michael Wilson and Bernard Valcourt were present at the Moncton meeting and were treated to a rather withering condemnation of their government's record on education.

If we can get similar recommendations out of the regional talks in Montreal, Vancouver and Toronto, then it will be hard for the government to ignore our views.

THE CANADIAN CONSTITUTION

The Federation, both on its own and as a member of the Action Canada Network coalition, has been active on the constitutional reform issue.

On November 30, Catherine Remus and Kelly Lamrock attended a meeting of non-governmental organizations (NGO's) called by Constitutional Affairs Minister Joe Clark at Glendon College in Toronto, with the purpose being for the Minister to discuss means of consultation with the groups. While many of the groups were decidedly different in politicization and purpose than the Federation (the Shriners, the Elks, and the Canadian Cancer Society to name but a few), the Federation was able to encourage Minister Clark to avoid ignoring Canadian students during these rounds. Soon afterwards the Minister's office contacted us to do a mailing telling students how and why to get involved.

On December 3, the Federation made its submission to the Beaudoin-Dobbie committee (carried live on CBC Newsworld) where we called for a strong central government presence in education with a special set of powers for Quebec (previewing the call for asymmetrical federalism that came out of the constitutional conferences), a social charter including post-secondary education, linguistic duality, an inherent right to aboriginal self-government, and a restoration of EPF funding.

The five constitutional conferences were next, and the Federation and the Action Canada coalition were very present at all of them. At the Halifax Conference on Division of Powers, Sandra Rein and the other ACN delegates were successful at winning an endorsement for asymmetrical federalism. Mark Magnuson attended the Calgary conference on Senate Reform where ACN delegates called upon the Government to use a reformed Senate to give voice to disenfranchised groups like women and aboriginal peoples. In the Montreal Conference on the Economic Union ACN representatives had the Economic Union proposal scrapped in favor of a social charter. Kelly Lamrock was both a steering committee member and a participant at the Toronto Conference on Distinct Society and the Charter, where the inherent right to aboriginal self-government, the distinct society clause and a condemnation of the right to private property clause were among the recommendations made. As well, Sandra Rein was selected to attend the wrap-up conference in Vancouver. All of the conferences were carried live on News World, and all of the Federation's interventions, including Kelly's address to the conference on the need to celebrate diversity and entrench a social charter, received national exposure.

As was stated in a members' mailout, the issue now rests with provincial premiers; however, the Federation's work on the issue did not go unnoticed. A great deal was written about the success of ACN on the issue and the Federation was mentioned explicitly by Southam News as "a very powerful group", and by the Globe and Mail as "one of the grassroots groups which altered the course of the Unity debate."

SUMMER EMPLOYMENT

Youth Minister Pierre Cadieux was very late this year in announcing the amount of funding for the Challenge program, so late in fact, that the deadline for employers to apply for grants passed with no word on the status of the program. The Federation issued a press release denouncing the delay, which witnessed six (6) Ottawa-area radio stations and two (2) Ontario newspapers call the ministry demanding to know why there was a delay. To further embarrass the government, the Federation was able to get the Liberals and the New Democrats to push the issue during question period. In the end the programme for post-secondary students (SEED) was increased from 80 million dollars to 83 million dollars, while the Federation called the increase unacceptably low given the high rates of student unemployment last summer, it is now clear that we have altered the government's course of two (2) years ago, which was clearly aimed at gutting the programme.

On a related note, the government has moved resolutely ahead with its plans to shut-down Canada Employment Centres on campuses. While the extensions for the Centres were nice at the time, it now seems that their fate depends upon local administrations and Students' Unions.

FUNDING OF EDUCATION

In addition to the first semester's "Enough is Enough" campaign and the aforementioned calls for restoration of EPF funding, the Federation also presented a brief denouncing the bill C-20 (last year's EPF slasher) to the Standing Committee on Finance. Interestingly, only the Liberals and New Democrats showed up. We were told that the Tories stayed away from most groups, including ours, which were condemning the bill. Our jabs and the jabs of opposition members at the Tories absence won some campus media attention. Needless to say, the questions presenters faced--Catherine Remus and Kelly Lamrock--were none too difficult.

LIBERAL CONVENTION EDUCATION POLICY

Sandeep Dhir, Sandra Rein, and Kelly Lamrock represented the Federation at the Liberal Party of Canada's biennial convention, February 18 - 21 in Hull, Quebec. Education was a central topic of the conference with two (2) priority resolutions slated to hit the floor. During the workshop on Education and Training, chaired by Ron Duhamel, the ideological split that the Liberals are facing became evident. Some delegates focused on an amendment brought forward by the Federation focussing on funding and accessibility--specifically restoration of EPF funding and reform of the CSLP, while others seemed more concerned with improving links to the Corporate sector and creating Centres of Excellence. In the end, the Federation's amendment was carried do to the help of the Young Liberals. Unfortunately, that did not keep the Liberals from having it both ways and calling for a larger corporate role. While a second

resolution calling for the elimination of all taxes from books was also adopted, and we got some good promises out of the meeting, the overall result was quintessentially Liberal—some nice ideas, but no bold vision to carry them forth.

The federation also made presentations in Calgary, Fredericton and Ottawa to a Liberal Party committee studying youth issues, focusing on funding, user fees, summer employment, and proposed CSLP changes.

COALITION WORK

The Federation continued its work with the Action Canada Network, and has enjoyed a great deal of benefits from this relationship. The Federation has attended the ACN assemblies held every three months and also holds a seat on the network's steering committee. As well as the aforementioned work on constitutional issues, the Network has also been active in mobilizing grassroots opposition to the North American Free Trade Agreement, which, if adopted, would bring about the same job loss and erosion of social programs that the Canada-U.S. pact did. The Network has also been vocal on the erosion of social programs under the Mulroney government.

There have been additional dividends besides the work on these vital issues. Despite labour's boycott of the Prosperity Initiative, ACN distributed a request for support of Federation representatives at the Community Talks. ACN members have also been vocal on educational issues, especially the Canadian Labour Congress (CLC). In addition to bringing Federation representatives to their December Policy Alternatives conference, they also adopted a policy on post-secondary education, including a call for zero tuition. A number of Federation representatives lobbied hard for this policy at the convention, and were buttressed by both Kelly Lamrock's address to the convention and a follow-up letter from Marcella Munro.

Kelly Lamrock was among a group of ACN delegates who met with Ontario Premier Bob Rae on March 31 to call upon the Premier to strengthen his voice on national issues. The group was disappointed to hear that Rae placed a higher priority on preparing for the NAFTA than fighting it, and that deficit reduction would continue to be the top priority for his government. He did, however, express an openness to considering asymmetrical federalism in the case of a constitutional impasse.

The Federation is also one of fourteen groups to be named to a Constitutional monitoring Committee, a group to whom native leaders at the constitutional talks will make available classified documents available only to participants in the executive-level talks. Jacquie Best represented the Federation at a press conference in Vancouver announcing the formation of the committee.

The past year also saw the formation of a new post-secondary education coalition comprised of students, professors, students and support staff. The Federation holds the student seat on the coalition's steering committee, and the group has held several meetings already. A meeting is scheduled for November for delegates from all organizations involved in the coalition.

RESEARCH AND DEVELOPMENT

In addition to repeated calls for increased R&D funding, the Federation has also addressed more specific issues. The merging of SSHRC with the Canada Council brought a rapid post-budget condemnation from the Federation, as did news that the government was placing a limit on the amount of time one can spend on a Master's degree. The Federation has also requested an exemption for research materials from Canada Post's planned \$5.00 duty on all parcels entering Canada valued at more than \$ 20.00. The Federation also presented a brief to the Citizens' Inquiry on Peace and Security, highlighting and contrasting defense spending with potential spending on research and development.

REFERENDA

Successful:

Augustana University Students' Union, 99% in favour (to join)
Simon Fraser University Student Society, 64% in favour (reaffirm)
Acadia University Student Union, 62% in favour (reaffirm)
Camosun College Student Society, 56% in favour (to join)
Capilano College Student Society, 84% in favour (reaffirm)

Unsuccessful:

Mount Royal College Student Association, 47% in favour (to join)
University of Toronto SAC, 36% in favour (to join)

Unfortunately, the Federation has also had to spend considerable time, money and energy to contest illegal referenda at member locals who failed to serve proper notice as per By-Law 1, Section 2A(iii). The failure of some members to follow the very rules they adopted has cost students some \$6000 in legal bills and time that could better be spent otherwise. The National Executive urges members to remember that the By-Laws constitute a legal, binding contract that all members agree to respect.

PROVINCIAL DEVELOPMENTS

The Federation welcomes at this meeting two new provincial components. the member locals in Alberta and Manitoba have voted to form congruent components, and thus at this meeting we welcome CFS-Alberta and CFS-Manitoba into the fold. For those keeping score at home, that's six provinces down, three to go.

COMMUNICATIONS

This year heralded the arrival of the Student Advocate, a national publication of the Federation that will allow us to reach, inform, and educate our members. The "Advocate" hit all member campuses this March.

This year will also mark the first year of a joint annual report of CFS and CFS-Services, to inform our members more completely of the progress of the student movement. And students will be better introduced to their national organization through a revised edition of What We're All About, a brochure outlining the Federation's mission, structure, and operation.

THE STUDENT WORK ABROAD PROGRAMME

Programme Developments

The Federation has enjoyed the addition of four new countries to the Student Work Abroad Programme (SWAP) in 1992 and substantial work has been done for a fifth-SWAP Cuba. This year programmes have been added with Czechoslovakia, Germany, Hungary and Poland. Following please find an outline of developments in each of the SWAP destinations:

Britain: Because of the Gulf War last winter, the numbers of participants dropped from 900 in 1990 to approximately 700 in 1991. The economic climate in Canada is playing a role in 1992 and the National Executive is expecting no great burst of growth for this year. Approximately 600 participants are forecasted for 1992.

Ireland: The SWAP population on the Emerald Isle is pretty much constant at 60 or so annually. This is a comfortable number for the Irish economy to absorb and there is no point in encouraging further programme growth in Ireland.

France: This year SWAP France will definitely fill its allocation of 200 Canadian students. There is every chance that SWAP and the French cooperators can negotiate with the respective governments for a greater allocation of space for both French and Canadian students in 1993.

Finland: Like Ireland, the SWAP Finland population remains constant annually at around 50 Canadian participants. Because of the recession in Finland, it may be that a few of the applicants recommended to Helsinki by SWAP cannot be placed in jobs. All have been placed in past years. Acceptance letters to the students in question caution them accordingly.

Australia: The numbers of applications are down slightly in the Spring of 1992 from last year. This is very much a reflection of the Canadian economy. Members should be aware that Australia is the farthest and most expensive flight that a Canadian can take anywhere. The National Executive is not expecting great gains in the Spring departures for Oz. Traditionally, SWAP has offered a very good one year open return flight package to participants with lots of free stop-overs in the Pacific. In 1992, SWAP will be more flexible in that those students who wish just a cheaper three month ticket with no stop-overs will be allowed to purchase same through Travel Cuts.

It is important for members to appreciate that Australia has been severely hit with this recession. Job opportunities in urban centres have dried up to a considerable degree. But, most SWAP students in Australia tend to travel and see as much of the place as possible. People tend to work at casual jobs (picking fruit, bussing at restaurants) to supplement their travel funds as they move around. Programme materials advise participants that holding out for a "good job" in Sydney and Melbourne could be most frustrating. But for the more traditional working holiday approach, SWAP Australia is fairly recession proof.

New Zealand: The first of all the SWAP programmes, New Zealand has suffered a consistent drop in numbers since SWAP Australia was established. The job situation in New Zealand is slightly worse than in Oz and it would be irresponsible to push this programme at this time. However, the casual job market is still hanging in.

Japan: The traditional ESL job market in Japan is still very much in evidence, but not as strong as in past years. The National Executive has advised Travel Cuts offices to warn those interested students under 21 years old (very tough for younger students to get tutoring jobs) and those without an undergraduate degree. Japanese employers in language schools are becoming more demanding regarding qualifications.

External Affairs Canada has provided funds to SWAP to do a nation-wide ad campaign directed at that market. The Federal government want more Canadians going to Japan and they regard SWAP as the ideal vehicle.

U.S.A.: This summer the maximum allocation of 200 Canadian student participants will doubtless be reached. However, until a similar number of Americans wander northwards, these numbers will stay constant. Last year just over 60 Americans came here on SWAP and that was up from only 20 in 1990, the first year of the programme. Presumably by 1994 there will be sufficient American participants to warrant a recommendation to both governments to increase the size of allocations.

One reason that SWAP USA has taken three years to grow to maximum potential is an American regulation that no work can start until June each year as the Americans are guided by the European academic year. There is a debate brewing over the legislation which permits these student working programmes and once resolved this timing issue must be dealt with.

Germany: New in 1992, SWAP Germany has not been as popular with Canadian students as the National Executive had hoped. The participants on the programme have the choice of having the German government place them in a job or to arrive in Germany and conduct their own job search with the help of the host organization which has offices in Bonn and Berlin. Those wishing the pre-arranged jobs had to apply by January 15 and only twenty or so did. (SWAP Finland with the same application deadline had 100 candidates) Those students wishing the more flexible approach had to apply by March 1.

As a quick read of the German section of the 1992 SWAP brochure can tell you, the German government requires written proof of German language ability (The Finns do not.) They also rule out participants in their final year of study which might also have a detrimental effect on our numbers. One possibility is that because it is the first year for SWAP Germany, there is no "word of mouth" on campus promoting the programme. It is unlikely that the problem is one of marketing as France filled its allocation.

Eastern Europe: The National Executive is not expecting a great number of Canadian students to apply for these programmes at this time. Because of the economic situation in Czechoslovakia, Hungary and Poland, the Canadian government on SWAP's advice, agreed that only ten to twelve Canadian students maximum would be recruited per country while we receive twenty five from each of them. This imbalance will ultimately be addressed when the Eastern European economies are sufficiently strong.

Programme operations with Eastern European countries are difficult chiefly because of communications difficulties. The telephone systems are unreliable, faxes must be sent in the night and of course, the people that operate these programmes are generally not identified with the old regimes and have limited experience.

The most important aspect of the Eastern European programmes in these early years is their in-bound programmes to Canada. It is essential that the organizations involved "stay the course" with SWAP and that the Canadian experience proves to be positive for their participants. The National Executive has asked for the assistance of student associations in Ontario (to keep travel costs down) to "Host" a SWAP Eastern European Student in order to bridge the time for arrival in Canada without hard currency to the first pay check. A "Fund" has been proposed to allow association from across Canada to help out with these students. Because of the timing of this report, more details will be discussed at the National Executive meeting before the general meeting and the Programmes Committee in Edmundston.

Cuba: A delegation from the Federation spent two weeks in Cuba with the "Student to Student" Exchange and among other things, held discussions with the Cuban student organization, the FEU, to establish a Canada- Cuba SWAP. These discussions centred on the idea of a small exchange involving five to ten students from each country. It is understood that the FEU can and will secure the support of their government in obtaining the necessary Employment Authorizations for the Canadian participants. In Canada, this is not so easy.

All new SWAP exchanges must be approved by External Affairs and Employment and Immigration Canada. SWAP Cuba presents a problem to the Federal government in terms of the simple mechanics of issuing Canadian employment authorizations. There is no Immigration post at the Canadian Embassy in Havana. Cubans do not immigrate and such a facility at the Embassy would not be appreciated by the host government. Though there are Immigration posts in Kingston, Jamaica and in Port-au-Prince in Haiti, it may well be impossible to issue visas for Cuban nationals at these posts.

Promotion: In an attempt to reach more students with SWAP information in the context of a limited marketing funds, the National Executive is planning to introduce a shorter, more concise brochure in greater numbers. The SWAP video will be available on campus. Programme details and applications will be available at CUTS offices.

Other Developments: After a six year battle with Health and Welfare and Employment and Immigration, officials of those departments have finally relented on the requirement that foreign SWAP students must go through Canada's intense medical clearance procedure. Since 1985, over 5,000 foreign students were subjected to up to 8 week delays in securing visas and were often out of pocket for more than \$100.00 to get full medical reports. Over those years, only two students were turned down on medical grounds. As any observer of Canada's immigration laws would note, this is a major achievement for the programme.

External Affairs Canada is keen that SWAP develop a programme in the near future with the Netherlands. The Embassy staff in Le Hague are most supportive of the idea and there will be some initial discussions immediately prior to the general meeting. Also student travel organizations in Jamaica and Costa Rica have expressed an interest in developing a SWAP exchange with Canada.

STUDENTSAVER

Programme Developments

The 1991-92 improvements to Studentsaver saw increased interest and demand for the programme. The National Executive performed an evaluation of the 1991 programme based on member input from the November meeting and Cost/benefit scenarios presented by programme staff. The following is a list of priorities for the 1992-93 Studentsaver programme as designed by the National Executive:

Increased Local Discount Solicitation by Federation Members

1991-92 saw the lowest ever participation of local Federation member associations. The solicitation of local discounts was almost non-existent. In order to have a successful Studentsaver programme, local Federation member associations need to spend 2-4 weeks soliciting discounts in and around their school. If there continues to be a lack of member participation, we should consider whether or not Studentsaver focus on being just a national programme with no local involvement.

Format Improvements

As approved at the January meeting, the National Executive will be introducing Studentsaver in a directory format that will incorporate the Federation Membership/Studentsaver card, thus eliminating the need for an envelope. This format will significantly increase the simplicity and attractiveness of the programme.

Introduction of a Discount "Quality" Control System

In past years, the Studentsaver programme has been plagued with too many insignificant discounts. Because it was easy for Studentsaver representatives to organize a discount at a local garage or fabric store, some areas featured too many of these discounts. As opposed to the 52 trade categories Studentsaver currently has, Studentsaver will now have 11 broad general trade categories specifically oriented to students.

Increase Support and Participation from National Companies

In 1991-92, Studentsaver featured more discounts from national companies than ever before. Due to the success of this approach, the National Executive will be approaching more national companies to participate in the programme.

Build the High School Studentsaver Programme

The year 1991-92 saw the introduction of a successful launch of the Studentsaver programme for high school students. The National Executive will be testing two to three methods of expanding the programme into new centres. If this expansion is successful, the Studentsaver high school programme will hopefully be operational in every major Canadian centre by the 1995-96 academic year.

Increase the Sales and Distribution of the 1993 International Student Identity Card

The International Student Identity Card (ISIC) is successfully being sold by Travel Cuts and other travel related operators, as an international travel card for students travelling abroad. This year we are interested in launching an aggressive campaign to increase the sales of the ISIC. We are also interested in increasing the number of ISIC issuing agents.

THE NATIONAL STUDENT HEALTH NETWORK

Programme Developments

The 1991-92 year has been one of development for The National Student Health Network. The 22 student health plans organized through the Network are maturing with over half of the plans in place for at least three years. Work of the Network has focused on helping student associations develop a broad-based, stable level of awareness of health plan benefits amongst their membership through the use of redesigned plan information and promotional materials provided by the Network. In addition the programme information materials were all reworked and produced to provide up to date information on the Network and setting up a health plan on campuses where this service does not exist.

The context and role of this service to students in Canada has never been greater. The cost of health care is steadily increasing. The average cost of prescription drugs, which make up over 80% of all student health plan claims, rose over 17% in 1991. In addition, provincial governments are reducing coverage for many non-drug benefit areas, transferring responsibility to individuals and private insurance plans. Many students can ill-afford to pick up these additional costs of getting sick without a health plan, given the current trend of increasing tuition costs, scarce summer and part-time jobs, and other factors stretching scarce financial resources.

The fifth annual meeting of The National Student Health Network Users' Group was held in Toronto on April 23 to 25. Student health plan administrators from across the country attended sessions on a range of issues including current trends in the health care and insurance industries, customer service and stress management, and the short and long-range development of The Network. Representatives of the Canadian College Health Services Association attended for the second year, continuing discussions of potential cooperative projects such as campus "wellness" campaigns. The Honourable Judy Erola, President of the Pharmaceutical Manufacturers Association of Canada, enlightened administrators and representatives of the insurance companies on the position of the brand-name drug manufacturers with respect to upcoming changes to the drug patent laws.

The pilot project test marketing a voluntary managed dental care plan in south-western Ontario has been operating since the fall of 1991. Overall, the plan has been well received by the students who have purchased it. The launch which saw some initial delays in the distribution of materials and an inopportune timed postal strike has proceeded with a steady growth in enrolment. The participation to date, while significant at over 1000 students and family members, has not been as high as had been hoped. Finding a means of generating a substantial increase in the number of participants will be necessary to ensure the viability of this project.

The National Executive continues to explore the development of new benefit areas including a preferred vision care programme, legal aid insurance and tuition insurance for victims of accidents or illness. Investigations into current trends in the pharmaceutical industry, the impact of the spread of AIDS on the health care system, improved access to alternatives in contraceptives coverage and innovative approaches plan design and benefit delivery are ongoing.

Over the past year, the student health plan business has seen increased competition from commercial insurance agents smarting from the recession. This trend is just beginning and has already had an impact on the development of new plan. In response, additional resources will need to be devoted to enhancing the marketing function of The Network in the future. This is an issue the Executive will consider over the next few months.

New plans that will be in place in September, 1992 include health plans at the Technical University of Nova Scotia and the University of Western Ontario Master of Business Administration programme and the largest managed dental care group in the country at the University of Calgary Students' Union. The Network plans at York Graduate Student Association and Glendon College, Queen's Graduate Student Society and Lethbridge Students' Union will not continue next year.

The demand for health plans is increasing due to the needs outlined above and the support and services offered by the Network, the Federation will have to focus on the needs of the Network to adequately respond to this need.

CANADIAN PROGRAMMING SERVICE

Programme Developments

As one might have expected, the Canadian Programming Service (CPS) has also been hit by the recession. Many conferences, conventions, meetings and other events where speakers are required have been cutback or cancelled. The National Executive is attempting to maintain the level of business achieved last year with CPS but unfortunately business sales will likely be down compared to the previous year. At this time it is too early to determine by how much.

There have been successes this year. Universities and colleges have shown interest in aboriginal, environmental, gender and political issues. Through CPS, debates on the rape shield law and political correctness have been organized. Robert Hunter (founder of Greenpeace), Ellen Gabriel (Oka), Mel Hurtig (former publisher and nationalist), and Stephen Lewis have all spoken on a number of campuses this year.

Some new faces were added to the roster this year:

Michael Kaufman
men's issues and the founder of the "white ribbon campaign"

Lillian Allan
dub poet, recording artist and educator

Flora MacDonald
former MP, first women external affairs minister and now involved in
international development issues

David Peterson
former Premier of Ontario

The National Executive is currently exploring new and interesting programming options which are relevant to the university and college students. For this market it is clearly not sufficient to offer up a catalogue annually (with a few deletions and additions) and suggest that we have done our job in providing "alternative" programming choices with CPS. For 1992, the national Executive will be producing a unique annual CPS catalogue for schools with NEW and EXCITING suggestions. These suggestions will include film, theatre, music (with a promise of no rock and roll) and speakers.

These changes will not only make the programme more relevant to universities and colleges, they represent a return to the original mandate, and will also help us rise above our competitors. It is the issue of an increasingly competitive environment that needs to be discussed by the members. While an important factor in the success of Canada's only student owned speakers bureau, the loyalty and allegiances of student associations are viewed as being earned and not taken for granted. If we are not offering interesting programming each and every year through the programme, it will simply not be able to compete. This is particularly true when it comes to speakers. Currently, there are three bureaus that are now attempting to win over the campus market. The National Executive hopes that CPS will be able to retain its role as the predominant campus agency through offering events and resources relevant to the programming needs of Canadian campuses.

Running a speakers bureau means that the Federation has responsibilities to our speakers as well. If we do not "promote" them sufficiently, it losses their association. This has been one of the most difficult tasks in the last 12 months. In order to address this, the National Executive is looking at new and creative marketing ideas for speakers. One such idea has been to offer a number of our speakers to US health care organizations-- as the debate over national health care has been prominent during this year's presidential campaign-- to shed some "facts" about Canada's health care system.

Finally, CPS has had additional help this year (January - April) from Todd Marciniak a co-op student from the University of Waterloo Arts Administration Program. It has been an interesting workterm for him and most helpful in keeping us going during a very busy time.

TRAVEL CUTS

Developments

The current fiscal year has witnessed some significant differences with Travel CUTS' normal performance. During the initial three months of the fiscal year the company achieved overall sales and revenue performance approximately 20% over the previous year's comparison and ahead of budget. However, October through February showed a quick reversal as the recession took hold particularly in Ontario and Quebec and business results diminished significantly. The anticipated recovery did not begin

until late March and by that time sales were running cumulatively at 84% of budget (revenues at 94% of budget) and 2% ahead of the previous year sales and 8% ahead of the previous years' revenues.

The sales performance was significantly affected by the general lowering of air fares throughout and increased competition as carriers expanded the distribution of their discounted airfares through a wider range of consolidators and seat sales. As at the end of March the company stood with an overall loss of approximately \$870,000, (\$310,00 over the expected loss for the 3rd quarter).

While April's preliminary figures should achieve that month's budget, the market remains volatile and it is likely that the organization will operate at a loss of somewhere between \$200,000 and \$500,000 by year end in the Travel CUTS books. Eliminating the referral fee and other cross support payments to the owner, (the Federation), the actual performance of the company would show a marginal profit which, under the current malaise in the industry, would be considered a significant achievement.

The year still yielded some positive developments. Travel CUTS/Voyages Campus added Canadian Airlines to its growing list of "student fare" suppliers and has achieved significant market penetration with these one way and return flexible fares at reductions of up to 60% across Canada. The new "Bon Voyage" travel insurance product introduced just prior to the new year with its tailor-made "student coverage" has not only provided reduced premiums to student clients, but it has almost doubles Travel CUTS insurance earnings. And significant negotiations have reduced the organization's considerable automation costs by nearly 50%.

The past year has also seen the addition of new offices in London, Ontario, and in Toronto in co-operation with Europe Bound, a travel/tourist outfitting company, the acquisition of a branch of Butterfield and Robinson Travel at York University, and improved performances at many of the younger offices. In attempting to increase efficiency the company has relocated an office in Halifax, and closed an office in Edmonton while downsizing a number of the remaining offices.

Analysts both in the student travel segment and in the industry as a whole have indicated that the recent downward developments in the business are not simply a short term by-product of the recession but also a sign of realignment to the "new realities" of the entire industry, and it is widely believed that the travel business has been altered irrevocably and will not return to "business as usual".

These developments provide significant challenges for the company in the next year and into the future. In the past the company has relied on its air fare price competitiveness to be the most significant tool in its development. This has served the organization well and its variety of special air fare products, according to very preliminary survey results, is the single most important factor in attracting over 85% of its business, outranking the other factors of student ownership, service, and location.

Changes in the generic pricing and distribution systems of the airlines themselves indicate that Travel CUTS will face increasing competition in this area. Still unfinished surveys appear to indicate that the bulk of Travel CUTS clientele also hear of the company primarily through "word of mouth".

The Federation should therefore consider some relatively immediate steps to solidify Travel CUTS position in the market.

- (a) The company must continue to ensure that it puts forward the necessary investment to ensure it remains as price competitive as possible.**
- (b) The company should consider developing more significant products to attract and hold the loyalty of its clients. Such developments would include participating more actively in the development and delivery of international educational programmes and tours.**
- (c) The company should pursue more effectively the sale of value-added products such as accommodation, insurance and surface transportation facilities.**
- (d) The company should apply the necessary resources to continue the technical, sales and customer service training of its staff and to upgrade that training.**
- (e) The company should focus and improve its advertising and promotional activities to reduce its reliance on "word of mouth" referrals.**
- (f) The company should continue to diversify its market to include improved penetration into other segments such as non-student youth and university faculty and administration.**

All of these endeavours involve a commitment of energy and expense to fairly easily definable objectives and this should be possible to accomplish by self-generated finances.

The industry realignment will inevitably involve some difficult and fairly immediate cost cutting measures on the part of Travel CUTS and its staff in addition to the hiring freeze and attrition already under way.

DIRECTIVES REFERRED TO THE NATIONAL EXECUTIVE

91.11.62

That the National Executive take the necessary steps to change the French name of the Federation to "Federation canadienne des etudiantes et etudiants"

ONGOING. We have begun the process for the Canadian Federation of Students-Services and will soon do the same for the Canadian federation of Students. This change will also require a logo modification, some alternatives have already been worked on.

91.11.131

That the Annual General Meeting 1992 of the Canadian Federation of Students(-Services) be held at the Centre Universitaire Saint Louis Maillet

COMPLETED. If it wasn't, you wouldn't be reading this.

91.05.90

That the National Executive, in collaboration with the Francophone Students Constituency Group, organize a meeting of francophone and bilingual institutions outside Quebec, both members and non-members of the Federation, to inform them of the activities of the Federation

NOT COMPLETED. No financial allocation existed for such a meeting, and the National Executive did not have the time to put such a large event together. Since the general meeting, no one from the Francophone Constituency Group approached us about it.

Further that the National Executive actively seek to recruit francophone and/or bilingual institutions outside Quebec.

ONGOING This kind of work is never completed per se, nor is it easily defined -- after all, the Federation actively recruits every school that isn't a member. We note that the College Communautaire de Nouveau Brunswick - Bathurst has taken out prospective membership, and New Brunswick members continue to make overtures to get the other three francophone colleges. As well, efforts have been made with francophone student associations in Ontario and Alberta.

91.11.135

That the National Executive investigate staffing requirement for the International Affairs Committee from within the existing staff component.

COMPLETED Resources have been reallocated accordingly

91.11.136

That the National Executive invite one representative from an international student organization or national union of students to an annual general meeting each year

COMPLETED. We first invited a representative from the Asian Students' Association, who was unable to attend. However, the Treasurer of NUS-UK, Eugene Arokisamy will be attending this meeting.

91.11.143

That the National Executive develop, prior to the Annual General Meeting, a registration form which will make clear that the existing policies and procedures with respect to all forms of harassment constitute a contractual obligation binding all delegates to the Federation General Meetings.

NOT COMPLETED

91.11.143(i)

That the National Executive seek legal consultation on the structures and implementation of the Sexual Harassment and Grievance Committee

COMPLETED. The opinion should be available at this general meeting, and the information therein shall be used to fulfill the preceding directive.

91.11.66

That the National Executive make every effort to get one safer sex protective device for each member of the Federation from a national supplier for its next safer-sex campaign...

ONGOING. The National Executive at first thought that this would be too large a task to undertake, and declined to take immediate action; however, sometimes opportunities appear unexpectedly. While we haven't had a safer-sex campaign since this directive was assigned, a couple of national suppliers have been approached by Studentsaver sales representatives about such an arrangement as part of an advertising package.

91.11.71

That the National Executive investigate the possibility of establishing a Travel CUTS advertising fund augmented each year by Travel CUTS, which would be used to run advertising campaigns on important issues.

ONGOING. A foundation structure to which Travel CUTS could make donations remains one of the best means to do this. This idea has been raised before by the membership, and with this in mind, the National Treasurer is investigating options at the request of the Travel CUTS Board of Directors. A report on these options should be available shortly.

91.11.72

That an Election Readiness Committee be established.... to prepare and co-ordinate Federation activities around the next federal election.

COMPLETED. The committee will meet and explore options at this general meeting, after which it will become a working group co-ordinating activities in each province.

91.11.147

That February 14, 1992 be declared Pink Triangle Day.

COMPLETED. The campaign was run as directed.

91.11.148

That the National Executive produce a button incorporating the slogan "Enough Is Enough" to be distributed to member locals.

NOT COMPLETED. The number of campaigns placed a large burden upon us, and in the midst of that workload, we were unable to take on this directive.

91.11.149

That the National executive produce a T-Shirt incorporating the logo approved by the Aboriginal Constituency Group concerning Columbus's impact on aboriginal peoples in the Americas.

IN PROGRESS. The shirts have been ordered for this meeting.

91.11.150

That the National Executive produce a poster incorporating theme "Herstory of Womyn:A Celebration of Womynhood" to be distributed to member locals.

NOT COMPLETED. Although the campaign was run, in order to stay within financial and time restrictions, and after consultation with the Womens' Commissioner, we ran a new order of the International Womyns' Campaign poster from the year before, with the slogan "Women of the World – UNITE". We also obtained some campaign materials from NAC focusing on a herstory of womens' achievements throughout Canadian herstory.

91.11.151

That the National Executive produce bookmarks focusing on the theme of the histories of people of colour in North America for distribution by member locals.

COMPLETED

91.11.152

That the theme for the disability access campaign be: Accessible Education Is A Right For EveryBODY

COMPLETED. Posters were sent out as directed

91.11.153

That the National Executive be directed to prepare a long term strategy concerning raising awareness of the Federation among the leadership and membership of member locals, considering such means as the Student Advocate, the Studentsaver packet, The Traveller, and campaigns materials, and report back in written form as to the progress of such a strategy.

ONGOING. All of our materials, like those cited in this directive, are aimed at raising awareness of the Federation – therefore any materials the membership wants produced will do just that. As well, the Membership Development Committee deals with these issues on an ongoing basis at each GM. We should also add that we can only produce materials when asked -- what's really relevant is how many MEMBER LOCALS have strategies for promoting the Federation on your campus. We can't do that for you.

91.11.154

That the National Executive examine ways of integrating programmes including but not limited to The Canadian Programming Service, Studentsaver, CFS NET, and The Traveller with ongoing Federation campaigns.

ONGOING. Both Programmes and Membership Development Committees attempt to find new ways of doing this. We've had some success this year, including the aboriginal issues feature poster done by CPS, the inclusion of campaign profile in the Studentsaver book, and the posters produced for Travel CUTS offices with information on the work of the Federation.

91.11.156

That the National Executive draw a plan to create a permanent position of Bilingualism Co-ordinator, located in the Toronto office of the Federation.

NOT COMPLETED. Once the Bilingualism Sub-Committee of the National Executive is operational, we can better define the role of this person.

91.11.157

That a sub-committee of the National Executive be struck to study bilingualism within the Federation.

ONGOING. Both the standing resolution and the budgetary allocation needed to make this happen will be proposed at this general meeting to the Bilingualism Committee.

91.11.35

That the Federation call on the federal government to immediately enact legislation to protect the rights of people who have been sexually assaulted.

COMPLETED. We did participate in consultations around the government's proposed rape shield law, which deals with both the issues of consent and the rights of the victim, and will continue to monitor the issue.

91.11.38

That the National Executive send a letter to the Department of External Affairs and the Prime Minister embodying the spirit of the Federation's anti-apartheid policy.

NOT COMPLETED. A post-GM priority

91.11.63

That the Federation call on both the provincial and federal governments to establish a Canadian equivalent of the Clery Law.

NOT COMPLETED. A post-GM priority.

91.11.162

That the Federation take all actions necessary to change the discriminatory International Union of Students policy stating that all officers must be under thirty-two years of age.

ONGOING. Our Deputy Chairperson, who will be holding a seat on the IUS executive, will be pursuing this issue when the next opportunity for constitutional amendments arises.

91.11.166

That the Federation explore existing harassment policies and prepare a document highlighting the area of strength and weakness that have arisen from these policies, to be used as a reference for schools developing or reviewing their own policies.

NOT COMPLETED. We have sought legal counsel regarding necessary components to a harassment policy, and will make this project a post-GM priority.

91.11.176

That the development of the Inter-Provincial Work Exchange programme proceed in consultation with the Ottawa office and be presented to the National Executive for approval prior to implementation.

COMPLETED. Necessary consultation took place, although later government funding for the initiative fell through.

91.11.178

That members be encouraged to submit updated lists of companies and products that are being boycotted and the reasons for the boycott to the Toronto office ...

COMPLETED. Unfortunately, no one sent anything in. That information is a standard question on our Student Association Directory form.

91.11.179

That any government ads to be published in Federation and or Travel CUTS promotions be approved by the National Deputy Chair and/or the National Executive.

ONGOING. The Deputy Chair has attended meetings with government branches interested in purchasing advertising. As well, the Federation has raised the issue with Secretary of State officials regarding the inappropriateness of previous advertising.

91.11.180

That the current CFS Net software be made available free of cost to francophone members until a new programme can be put in place.

Further that the Executive investigate a new form of electronic mail service which would accommodate the needs of all Federation members.

ONGOING. CFS Net is finally available to francophone members. As far as the future of the program, programmes committee will be examining it at this meeting. Reorganization of our communications is also currently being re-evaluated by a sub-committee of the National Executive.

91.11.187

That the National Executive investigate a system of equalizing the costs involved with speakers' travel and expenses that would enable all Federation members to access the speakers at similar or equal costs.

NOT COMPLETED

91.11.185

That the National Executive send an updated boycott list regarding South Africa to member associations before the May 1992 general meeting

NOT COMPLETED. See 91.11.178 as to why.

91.11.189

That the Federation formally, by letter, condemn the administration of University College of Cariboo for not accepting letters from native bands.

COMPLETED

91.11.190

That the National Executive be directed to write letters to the administration of Langara College demanding respect of students' right to organize autonomously from their administration.

Further that letters be sent to the government of British Columbia demanding that democratically elected student associations in community colleges also have their autonomy respected.

COMPLETED.

91.11.193

That letters be sent to the Board of Governors of Brandon University condemning any potential decision to cut the Drama Department.

NOT COMPLETED

91.11.42

That the National Executive be encouraged to write letters to condemn the Alberta government's policy on incidental fees.

COMPLETED

91.11.64

That the National executive research the national phenomenon of declining academic experience or quality of education.

COMMENCING. A request was made in a members' mailout for input from around the country, however, not a single member responded. The National Executive will carry on with the project over the summer.

91.11.204

That the National Executive be directed to research the diverse possibilities of income contingent plans and the financial implications of these payment schedules.

COMPLETED. And a very excellent draft document will be introduced to you Thursday at 11:00 am for your thoughts.

91.11.208

That the National Executive publicly denounce the Fall 1991 MacLean's ranking of Canadian universities.

91.11.210

That the National Executive inform the media on the decision that the Federation has taken on the MacLean's article

COMPLETED. In letters to MacLean's, interviews, speeches, and to any unsuspecting soul who brings the subject up we have condemned it. And if they do another one (and they say they will) we'll do it again. In fact, right about now it would help if every student association in the country wrote them a letter asking them not to subject the nation to that garbage again.

91.11.213

That the Federation defer acceptance of the 1990-91 audited financial statements until clarification on the membership fee totals can be sought to the satisfaction of the membership.

Further that the Treasurer submit a detailed report to the members by mail at the earliest possible time.

COMPLETED.

91.11.215

That the Treasurer be directed to prepare invoicing for fees owing from associate members of the National Graduate Council to the Federation, and investigate previous year's amounts owing.

ONGOING.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in the organization's operations.

2. The second part of the document outlines the various methods and tools used to collect and analyze data. It highlights the need for consistent and reliable data collection processes to support effective decision-making.

3. The third part of the document focuses on the role of technology in data management and analysis. It discusses how modern software solutions can streamline data collection, storage, and reporting, thereby improving efficiency and accuracy.

4. The fourth part of the document addresses the challenges associated with data security and privacy. It stresses the importance of implementing robust security measures to protect sensitive information from unauthorized access and breaches.

5. The fifth part of the document discusses the importance of data quality and integrity. It notes that high-quality data is essential for generating accurate insights and making informed strategic decisions.

6. The sixth part of the document explores the role of data in driving innovation and growth. It highlights how data-driven insights can identify new market opportunities and inform the development of innovative products and services.

7. The seventh part of the document discusses the importance of data literacy and training. It emphasizes that all employees should have a basic understanding of data and its applications to effectively utilize the organization's data resources.

8. The eighth part of the document concludes by summarizing the key points discussed and reiterating the importance of a data-driven approach in achieving organizational success. It encourages a culture of data awareness and continuous improvement.

9. The ninth part of the document provides a list of references and resources for further reading on data management and analysis. It includes books, articles, and online resources that offer valuable insights and best practices.

10. The tenth part of the document includes a glossary of key terms and definitions used throughout the document. This helps to ensure clarity and consistency in the use of terminology related to data management and analysis.

11. The eleventh part of the document provides a list of appendices, including detailed data collection forms, templates, and additional resources. These appendices are designed to support the practical implementation of the data management and analysis processes discussed in the main text.

12. The twelfth part of the document includes a list of contact information for the authors and the organization. This allows readers to reach out for more information or to provide feedback on the document.