



Orientation 2018 Report

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November 2018

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Orientation Management

Orientation Management Committee (OMC)

The OMC is the high-level decision-making body for the UTSU's Orientation. It is comprised of myself, the President, VP Operations, Events Coordinator, and the General Manager. The OMC meets regularly throughout the summer to ensure that the planning process runs smoothly, and to support the Orientation Team throughout the process

VPSL

As VPSL, I supervised the Orientation Team on a more day-to-day basis. As last year's Orientation Coordinator, I was able to fill in gaps for the OCs and provide insight and improvements as needed.

O-Team Structure

Roles of the OCs

The main role of the OCs is to plan, coordinate and execute all orientation and related events. While events are one of the biggest components to orientation, they are also largely responsible for procuring sponsorship. To ensure the success of our tri-campus orientation programs, it is also the responsibility of the OCs to liaise and communicate regularly with divisional and campus OCs to coordinate all event details and important notices. Overall, this is an extremely big job for just 2 people. UTSU executives were able to help out where they could throughout the summer and during the events themselves, along with the rest of the management committee.

Changes to O-Team Structure

As always, the structure of the Orientation Team is subject to change upon a variety of factors. Depending on how the OCs would like to break down tasks, and on the UTSU executives, the amount of positions as well as the nature of them can differ slightly year to year. This year, the number of members changed from last year's count of 3 Junior Orientation Coordinators (JOCs) and 3 general O-Team members to 4 JOCs, dispersing the O-Team roles to the JOCs. The most notable reason for this change was compensation. In the past all O-Team members would be paid an honorarium, with only the JOCs being paid a wage per hour but limited to few hours a week. With this 4 JOC structure, this allowed the OCs to be able to delegate about 25 hours of work to each JOC. The roles of the JOCs were divided into the following positions: marketing coordinator, 2 sponsorship coordinators and volunteer coordinator. Along with their regular work, the JOCs assisted in almost all other aspects of orientation as well .

Events

Kit Stuffing

While technically not a stand-alone event, the provision of kits for divisions is a service that's been offered by the UTSU. The UTSU takes care of ordering the bags, water bottles and UTSU branded materials for the kits, as well as all sponsored materials. Divisions are also able to order additional items through our bulk purchasing service.

For the duration of the week, O-Team recruits volunteers from GTA high schools to help stuff the kits and divide them up for each division. This week is coordinated by the OCs and O-Team as well as our Events Coordinator. The team was able to coordinate with division for pick-up and drop-off dates and times very effectively.

Parade

The tri-campus parade had 5 main components for planning: city and street permits, Toronto Police Services, coordination with UTM and UTSC, coordination with Varsity Stadium and liaising with the divisions. Divisional OCs were able to come together with out OCs for a few scheduled parade meetings to keep up to date with all the event details and logistics.

Overall the parade itself occurred very efficiently, with positive feedback from TPS following the event. However, there were a few notable difficulties/issues that did arise. First, given the extreme heat on the day of the event, a lot of groups found the allocation of emergency water bottles to be insufficient even though the allocated amounts were communicated in advance. It is highly suggested that more extreme weather contingency plans be considered for the future. Secondly, a full road closure of Devonshire is suggested for future events to minimize disruption and logistical issues with permit holders of the surrounding parking lots.

Clubs Carnival

Set up for the Clubs Carnival began the night before at around 5PM-12AM which included the equipment drop off and event layout. It continued in the morning from 6AM until the event began. Orientation staff had to work around road closures specifically for UTM busing with regards to sponsor equipment drop off, which was facilitated nicely by campus police. Along with changes to event layouts, other changes to this year's event from last year (first time running the event) was the amount of food trucks and the presence of picnic tables.

Overall, the event had 2 major components on the day of: coordination with sponsors and clubs and managing the UTSU general and information booths. The event ran much more smoothly in terms of communications which can be credited to the organization of the

registration booths, club specific labels on the tables and the wonderful volunteers we had.

Blue Jays

Though turnout sat at around 3000 students compared to the anticipated and purchased 4500, this event was extremely organized and ran very well for its first time. Although the rough estimate we usually go with when considering attendance is 6000 for all divisions, this number would not have reflected a realistic amount of attendees. The pep rally was well attended and organized credited to the good communication with our vendors, volunteers and campus police. This event was also a lot more low-maintenance than others in terms of set up and execution. Given that the estimations relied heavily on the judgement of divisional orientation staff, I would suggest that if this event were to take place again in future years (depending on sports schedules) the UTSU should make this event open to all initially and decreasing to more realistic estimations than what divisions provided.

Street Festival

The orientation team, volunteers and executives were a lot more comfortable with the event set up, given its similar nature to Clubs Carnival. We still faced similar issues with this event in regard to club registration information, however fixing these issues was a lot more intuitive the second time around. The event itself ran extremely well, with a few minor hiccups here and there; notably, a few campus vehicles needed access to some buildings along St. George St, so arrangements had to be made to facilitate this disruption. As well, an influx in sponsor presence resulted in the layout expansion into Wilcox commons. Set up began at around 5PM-1AM the night before and continued in the morning from 5AM until the event's start time at 10AM. This event also had one of the quickest tear-down times than any other event, including those of 2017.

Sponsorship

Most of the orientation budget is funded through sponsorship, with a few other, smaller revenue streams coming from the orientation levy and accessibility contributions from OVPS.

On Campus Sponsorship Total: **\$47,540.26**

Corporate Sponsorship Total: **\$100,494.36**

Grand Total: **\$148,034.62**

Finances

Currently we're sitting at around a \$7,421.61 deficit, but this does NOT include the orientation levy or the OVPS contribution as of yet. A few contributing

factors to this temporary deficit include an increased number of tables, chairs, tents, etc. for Clubs Carnival and Street Festival and a decrease in revenue from registered clubs.