



MOHAWK STUDENTS' ASSOCIATION

IMPACT REPORT 2022/2023



TABLE OF CONTENTS

Your MSA President.....	1
What is the MSA?	2
Mission, Vision, & Values.....	3
Strategic Plan in Motion.....	4
Student Advocacy.....	9
Student Service.....	11
Events	16
Clubs & Communities	19
Communications to Members & Engagement.....	22
Food Experience	23
Major Contributions	24
Financial Report.....	25



Elizabeth-Joy Phillips,
MSA President, 2022

YOUR MSA PRESIDENT

The Mohawk Students' Association (MSA) has had a dynamic and transformative year.

We continue to press forward into maturity, self-actualizing in our areas of focus, growing in Advocacy + Leadership, Engagement + Support, and Sustainability + Operations.

Our vision has been getting clearer in achieving student personal success in their college experience and beyond.

Our mission is to create a community that every student can lean on for positive experiences. We have done that by listening to you, the students, and being intentional about hearing your stories and feedback in surveys, student forums and in-person touch points. This was a high priority for the board during the 2022-2023 term.

This Impact Report serves as a guide, communicating the discoveries of the past year and our trajectory ahead. It highlights stories of the connections made, gaps identified, services and more.

It also includes a comprehensive financial breakdown of the 2022/2023 academic year.

“We Advocate for the things that matter most to you, the students!”

Our heartfelt gratitude extends to the entire Mohawk College student community. Your presence forms the bedrock of our existence, directing our actions. To the dedicated MSA staff and student staff, your unwavering dedication to excellence is the core of our triumphs, enabling us to be true champions of student causes.

A profound acknowledgment is also in order for the MSA 2022/2023 Board of Directors. Your steadfast commitment to representing the best interests of our students is commendable and vital to our shared success.

Thank you,
Elizabeth-Joy Phillips

WHAT IS THE MSA?

The Mohawk Students' Association is a student-led organization that works to provide services for students at all three Mohawk campuses.

WHO WE ARE

The Mohawk Students' Association (MSA) is a Non-Profit Organization built for and led by Mohawk College students through an elected Student Board of Directors (BOD). Though we are a separate entity of the college, we work collaboratively to support Mohawk Students.

We empower Mohawk Students to create a community they can lean on for positive experiences, relevant supports,

a listening ear, and a strong voice so they can achieve personal success in their college experience and beyond.

WHAT WE ARE

We are an organization that advocates for Mohawk students while working to provide high-quality services, support, and resources.

WHAT WE DO

The MSA advocates for all Mohawk students, while providing high-quality services to propel the success of students both academically and socially.



Group of students in the MSA Plaza, located on Fennell Campus.

“Working at the front desk has helped me develop and strengthen new and existing skills. I’m an enthusiastic person, and it makes me happy to be able to help students. I enjoy being a part of your Mohawk College experience, and it brings me happiness to know that students appreciate our services.”

– Paula Cuadros Puentes, Student Services Assistant

MISSION, VISION & VALUES

MISSION

We empower Mohawk Students to create a community they can lean on for positive experiences, relevant supports, a listening ear, and a strong voice.

VISION

All Mohawk Students achieve personal success in their college experience and beyond.

VALUES



Student-Driven

We are passionate about Mohawk Students and all our efforts are devoted to enhancing their experiences.



Foster Belonging

We connect the Mohawk Community to ensure everyone feels invited, welcomed, and included as their authentic self.



In This Together

Collaboration built on trust across the Mohawk community is essential to ensure every student interaction matters.



Storytelling

We strive to tell, share, and learn from stories in meaningful ways.



Believe It's Possible

Fueled by outcomes and insight, we strive to find solutions for how we can meet the evolving needs of students.



Students receiving assistance from a student employee at the MSA services desk.

STRATEGIC PLAN IN MOTION

WHAT IS A STRATEGIC PLAN?

The MSA uses a strategic plan as a five-year road map to stay on track with our vision, mission and values. It helps define us as your student association and directs what actions we need to take to accomplish our goals during day-to-day operations and when the unexpected happens, like the COVID-19 pandemic.

MSA STRATEGIC PRIORITIES 2020-2025

Empowering Mohawk Students

The MSA wants to empower you to create a community you can lean on for positive experiences, relevant support, a listening ear, and a strong voice. That's why we have been focusing our energy on recruiting students for:

- Student Staff Positions
- Elections (MSA Board of Directors)
- AMM (Annual Meeting of the Members)

We've been accomplishing this goal through more omni-channel messaging, such as:

- Weekly Student E-blasts
- Strategic Social Media Planning
- Street Team Engagement (In-Person Invitations)
- Student Hiring Fair (In-Person Invitation)



MSA employees at the AMM.



Students raising their voter cards at the AMM.



Humanizing the MSA Brand

We want you to know who we are and what we have to offer you as your student association. But for that to happen, you need to feel comfortable accessing our support and services.

Establishing an MSA Work Culture

We are developing our work culture at the MSA through ensuring that our staff and Board of Directors have the tools and resources necessary to effectively do their jobs.

We've been establishing our work culture through:

- Providing More Professional Development Opportunities
- Providing Mental Health Resources
- Equity Sequence Training
- And Becoming Living Wage Certified

Advancing Equity, Diversity and Inclusion

We want all students to become active members of the MSA and part of that is ensuring we provide them with a safe place where they feel like they belong. Through our model of governance, we're focused on increased representation and ownership.

The result?

We recruited board members with different student experiences from various campuses, such as:

- IAHS
- Stoney Creek
- triOS
- Airport
- Fennell
- Six Nations Polytechnic

These board members are students who come from diverse backgrounds, such as:

- International
- Indigenous
- People of colour
- Neurodiverse (ADHD, ASD, and other neurodevelopmental disorders)
- Mature
- Parents

Moreover, these board members bring unique student perspectives from programs such as:

- Marketing
- Social Work
- Nursing
- Aviation

MSA 2022 – 2023 BUDGET DIRECTIVE

How we use our resources to address student needs

The MSA Board of Directors oversees everything we do as a student association. If they see a need within the student population, the board addresses it by creating budget directives for the MSA operations to follow. These directives help us focus our attention and resources, like our budget, on the most important priorities for students during the 2022-2023 year.

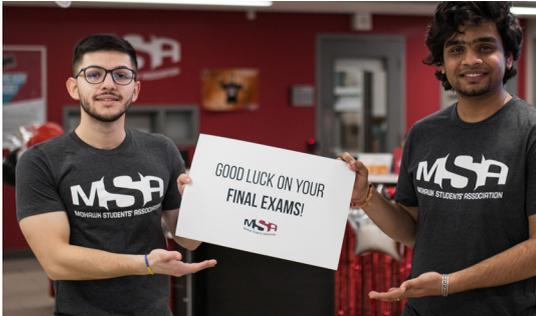
Equity for activities and services provided at satellite campuses

Through the years, we've wanted students at the Institute of Applied Health Sciences (IAHS) and Stoney Creek campuses to access some of our support and services without travelling to Fennell Campus. So, we hired two full-time Student Service Coordinators to work at each campus:

- IAHS – Emma He
- Stoney Creek – Dorthan Bruce



Students at the IAHS Campus showing off their henna tattoos at our Holi Festival.



More resources towards student staffing and volunteer opportunities.

We've grown as an organization to recognize the importance of our full-time and part-time student staff making a living wage to cover their basic expenses. That's why the MSA is Living Wage Certified, meaning the wage we pay our employees reflects their community's financial cost of living.

Student Leaders at the MSA

An ongoing goal within the MSA has been to offer opportunities to our student staff that help them grow professionally. That's why we created a growth plan for our current part-time student staff and opened student leadership positions in the following departments:

- Communications & Engagement
- Clubs & Communities
- Student Services
- Events
- Food Experience



More support and resources for mental and physical health.

It's common knowledge how we function depends on both our mental and physical well-being. That's one of the reasons you pay for health insurance in your fees to the MSA; we want you to feel secure in case of the unexpected because you have a safety net from our provider, Studentcare.



Student leaders at the MSA. Student volunteer models (top), a student and their friend running in the Elections (middle), and student street team members (bottom).

2022-2023 ACCOMPLISHMENTS

1. Your Board Approved the Cost of Empower Me, Without Raising Student Fees.
2. The MSA approved a pilot for two programs offered through the Dialogue App, hosted through Studentcare. These include Conversation (a mental health support tool) and Virtual Health Care.

Over five months' time, students made and used:

- Conversations (Dialogue App): Students used 703.1 hours of counselling, estimated to be worth \$140,100.00
- In the virtual Health-Care primary care program, 103 hours of consults were provided for ENT (Ears, Nose, Throat), Genitourinary, and Mental Health (related to primary care, not counselling) being the top reasons for medical consults.

Over the course of the 2022-2023 year, projected usage for the Health and Dental Plan included:

- \$656,502 in Health Claims
- \$818,275 in Dental Claims

Other Budget Directives Approved by the Board

- Modernizing practices and aligning services to an increasingly digital user base supports hybrid models
- Suspend or limit funds outside of student staffing not utilized for in-person activities within the last two years
- Support Strategic Plan Initiatives
- Food & beverage for student engagement vs. revenue generation



\$818,275

IN PROJECTED DENTAL CLAIMS



STUDENTS USED
**703.1 HOURS
OF COUNSELLING**
ON THE DIALOGUE APP

HOW WE ADVOCATED FOR YOU LAST YEAR

THE NOMINATION OF YOUR MSA BOARD OF DIRECTORS

The election process for the MSA Board of Directors (BOD) starts in January of every year and runs until March. Students can nominate themselves, or each other, for the MSA President or Director at Large. After nominations, students begin their campaigns for one of the eight available Director at Large positions and the position of Board President.



'Meet The Board' digital and print campaign, 2022.

THE ELECTION OF YOUR 2022-2023 MSA BOARD OF DIRECTORS

President	Directors at Large	
Ashik Ashik (May 2021-November 2022)	Ian Moore (September 2021-January 2023)	Michael Falletta [Treasurer] (January 2023-Present)
Elizabeth-Joy Phillips (November 2022-Present)	Paola Gomez Upegui [Corporate Secretary] (May 2022-January 2023)	Annick Karekezi (January 2023-April 2023)
	Sunshine Noel [Treasurer] (May 2022-January 2023)	Philip Anekwe (May 2022-April 2023)
	Rikki Gray (May 2022-November 2022)	Hugo Munoz Better (June 2022-April 2023)
	Ayalew Taye (January 2023-April 2023)	Alyssa Outerson [Corporate Secretary] (May 2022-April 2023)
	Aisha Wafa (January 2023-April 2023)	Elizabeth-Joy Phillips (May 2022-November 2022)

Your BOD made voting more accessible to students at satellite campuses. The BOD advocated to make email and in-person voting available at IAHS, Stoney Creek, and Mississauga satellite campuses.

COLLABORATING WITH THE COLLEGE AND OTHER STUDENT ASSOCIATIONS FOR CHANGE

Your MSA BOD collaborated with 10 other college student associations across Ontario to bring awareness about tuition inequities for international students during the #NeedOrGreed campaign.

Your MSA BOD collaborated with Mohawk College across all campuses to gather student feedback on:

- Academic Preparedness
- Sense of Belonging
- Services and Supports

HERE ARE SOME OF THE WAYS YOUR MSA BOD ADVOCATED FOR YOU THIS SUMMER:

- The BOD joined the Canadian Alliance of Student Associations (CASA) as observers. CASA advocates on behalf of more than 365,000 students across Canada to the Federal Government.
- And the BOD made the International Student Experience one of their advocacy priorities for the upcoming year.



EACH CANDIDATE RECEIVED **MORE THAN**
250 VOTES
 MAKING IT A CLOSE RACE.



11.5% INCREASE
 IN VOTER TURNOUT COMPARED
 TO PRE-PANDEMIC NUMBERS



OVER 800 STUDENTS
 WERE ABLE TO PROVIDE THEIR FEEDBACK
 USING SURVEYS, FEEDBACK BOOTHS, AND
 TOWNHALL MEETINGS

HERE ARE YOUR 2023-2024 ELECTED STUDENT BOARD OF DIRECTORS

President	Directors at Large	
Elizabeth-Joy Phillips	Michael Falletta [Treasurer]	Harnoor Singh
	Reet Saini	Pedro Nemezio de Campos Silva
	Jassica Jassica (May 2023-September 2023)	Parvathy Rajan Palaparambil
	Kisha Amoah [Corporate Secretary]	Shabadjot Kaur (May 2023-September 2023)

STUDENT SERVICE

Every new college year comes with overwhelming questions, and MSA Student Services is determined to answer each one of them!

Starting each new semester, college corridors are filled with confused faces and worried students. By living our mission, vision and values, the MSA stood in the front-line to guide students. Together, with the help of our dedicated street team and student service assistants, we shared information and guided the paths of new students.

Converting to a Hybrid Model

From staffing to events, health, and workshops, a virtual model was introduced to keep up with the advancing digitally prone student lifestyle. During the Fiscal 2022-2023, the MSA Student Services empowered students financially through [food security](#), [equipment loans](#), and student staffing.

Fennell Campus

- 5 Student Service Assistants
- 6 Presto Bus Pass Assistants
- Student Service Assistants at Fennell worked 230 hours per month on average.

IAHS Campus

- 5 Student Staff
- Student Service Assistants at IAHS worked 119 hours per month on average.

Stoney Creek Campus

- 4 Student Service Staff
- Student Service Assistants at Stoney Creek worked 133 hours per month on average.



Students using their MSA PRESTO bus pass on the HSR.



MSA student staff handing out breakfast items for the weekly Breakfast Program.

2022-2023 FISCAL YEAR: OUR MAIN ATTRACTIONS FOR STUDENTS

Our plans for each year resonate with the students' preferences. In the 2022-2023 fiscal year, we focused on a plan that aligns with students' priorities. As our target audience and student type are different in Fennell, Stoney Creek and IAHS campuses of Mohawk College, our attraction plan for each campus differed slightly.

Fennell Campus

Fennell campus encompasses the largest resources for the MSA, being one of the busiest locations among all campuses; we focused on areas that attracted the most students. [Presto bus pass](#), health and dental and food security services were the most prevalent MSA services for the year 2022-2023. 4-Month bus passes delighted students this year as well.

- 15,071 Riders accessed MSA Presto bus pass between 2022-2023.
- 1,251,126 recorded bus rides at all campuses.

Stoney Creek Campus

Stoney Creek is unique in many ways as majority of students enroll in apprenticeships and study for 6-10 weeks, after which they leave for on-site training. Also, their academic year starts in August. This staggered start is challenging for many students, making it hard to engage them.

Our Student Services Coordinator at the Stoney Creek campus efficiently engaged with students to assess their needs and worked with staff to address them through the MSA services, information delivery and events. Collectively, we understood Stoney Creek students' struggles and initiated programs such as food security events, [breakfast program](#), and Community Fridge launch.

The breakfast program was a hit with Stoney Creek students. The program provided students with fresh breakfast on the go so they could learn in early morning classes on full stomachs.

15,071



RIDERS ACCESSED
MSA PRESTO BUS
PASS IN 2022-2023



1,251,126

RECORDED BUS RIDES
AT ALL CAMPUSES



278
ACCESSED THE
COMMUNITY FRIDGE



STUDENTS
FED **217**

61 STUDENT COUPLES
AND FAMILIES FED

Stoney Creek student advisors engaged in conversations with many students at the campus.

Community Fridge initiative was another success story of the 2022-2023 fiscal year, which became a reality after student conversations about rising inflation, loss of jobs, and food insecurity.

The MSA Community Fridge is a shared, open-access refrigerator available to all campus community members. It serves as a hub for individuals to donate and collect food, creating a supportive and sustainable system for combating food insecurity.

- 278 accessed the fridge.
- 78% - 217 students fed.
- 22% - 61 student couples and families fed.
- Of the students helped, 82% were international students.

IAHS Campus

IAHS campus has majority of Nursing and Allied Health students. Their programs are highly competitive students express high levels of burnouts. The MSA heard their stories and provided health services and workshops like:

- Identifying and dealing with burnout
- [Health and Dental](#) information
- [Dialogue app](#) information
- Wellness facilities available to student in Fennell and IAHS campus

We empower our students' religious and cultural identities so they can feel safe and share their fears with the MSA. Through student engagements, we realized many IAHS students have difficulties practicing their spiritual practices while fulfilling academic demands due to a lack of supplies and appropriate worship corners on campus.

The MSA heard and acted. Staff interacted with students from multiple cultures and religious backgrounds to learn about their requirements.

Results?

We addressed the feedback and arranged prayer mats, religious books, and other relevant supplies. This thoughtful initiative was taken by heart, and the MSA front desk received valuable student comments and praise. Students appreciated that their voices were heard and that the MSA accommodated their diverse spiritual and religious obligations, providing a safe space within the campus.

MENTAL HEALTH MATTERS

The MSA empowered students through hearing their study-related and life struggles and advocated for their mental health.

How? The MSA initiated Conversation through Dialogue app, a free online mental and physical health application. Through Dialogue, students can have secure conversations with their specialists within their comfort zone.

Last Fiscal year our target was: Digitalizing lifestyle, bringing health at your doorstep.

- Fall of 2022-2023 fiscal year there was a 3% reduction in student opt-out rates
- 703.1 hours were recorded in virtual health counselling in the first 5 months of use, which is estimated \$140,100 in comparable counselling value.
- 103 virtual doctor visits recorded through Dialogue app, primarily for Ear-Nose-Throat health matters, food allergies, gastrointestinal, and mental health concerns.



Student employees promoting awareness of the Dialogue App.



The MSA service desk has information about Studentcare benefits that students can access.

“Succeeding in my program at Mohawk College was extremely challenging and I want to share my story with others. I hope by sharing my story I can inspire others to persevere and the helper and supporters to continue offering their service to the Mohawk community.

I am a single mother of a child with special abilities, and a survivor of domestic violence. I am also a strong advocate for women’s rights. I faced many challenges in this program some foreseeable, and some were not.

I harnessed a lot of support and supporters at Mohawk College. I was given a lot of encouragement from [the] MSA, he continued to support me the entire way. I also, accessed many of the services the MSA provides for students.

I was very happy to be the dark horse from this program because I proved to myself and others that I could succeed. However, I could not have succeeded without the support of others here at the college. I once again want to thank all my supporters. I encourage Mohawk College and the MSA to continue to leave those doors wide open for those with extra challenges, and for those women that struggle in their daily lives. By helping and supporting these women we would create an entirely new demographic of strong women able to obtain financial stability, financial independence, and freedom.”

– MSA Member (2022-2023), Letter of Appreciation to The MSA.

WELCOMING INTERNATIONAL STUDENTS

The MSA backs the idea to foster a sense of belonging in you. The best way we see it happening is to speak your language and make Mohawk home for you.

Students in general conversation or coming to the MSA more than once love the service they receive from our student staff. We have a diverse front desk staff fluent in four different languages. One of our Spanish speaking staff created a safe and inviting space for those who speak her language and international students.

Our front desk staff is the main reason students engage and learn about the MSA services. Through students’ engagement, we understand their needs and target facilities accordingly. Career closet and Legal counselling allow students to take professional advice from experts. International students highly appreciate this service.

- 39 students accessed career closet for their interviews.
- 679 total users recorded for legal services.

THE MSA CHERISHES YOUR VICTORY!

Our Student Leaders and Support Team Bridges Your Path Towards Success.

Our team member at Stoney Creek watched several student journeys, many of whom return to express their gratitude for the MSA’s student-targeted services. One student returned to share her gratitude for the Stoney Creek team member.

EVENTS

EXPERIENTIAL EVENTS AT THE MSA

The MSA considers every minor detail to make student life exciting. We listened to students to understand how important it was to return to College life after COVID. The MSA created social activities aligned to the interests of college students. During the 2022-2023 fiscal year, the world was under fading wave of the pandemic, but noticing student's excitement, the MSA planned an eventful year for the new and returning ones.

HERE AT THE MSA – WE MAKE IT HAPPEN

The MSA empowers students and celebrates diversity. In 2022-2023, our focal point was celebrating diverse cultures through a passion for the game. The FIFA World Cup viewing party brought nations together and is the shining star of the Event's team success. The MSA provided a safe space for international students to celebrate their homeland.

The Arnie became a celebratory home for international students away from home, bringing thousands to celebrate global unity over a two-week event. Not just that, the MSA added their touch by adding diverse food experiences and activities to the menu, matching the countries competing that day. Just like that, we turned The Arnie into a melting pot of cultures united in celebration.

During the course of the FIFA World Cup, over 1000 students visited the Arnie to enjoy the games.



Students in the Arnie watching the FIFA World Cup.

INTERNATIONAL STUDENTS' EXPERIENCE IS OUR PRIME CONCERN.

With a diverse international student population at Mohawk College, the MSA Events team's goals was to engage international students through a variety of international activities.

But how do we know we're succeeding? We take your word for it!

A student stopped our manager in the hallway to thank the team for putting on such a wonderful experience, and appreciated the fact that we were able to provide the soccer for all students to watch when they were available too, as some students do not have that capability to do so within their student house or home.

- Mohawk College student, in attendance at the World Cup Viewing Party (Fennell)

As we emerged from the pandemic, we received a palpable enthusiasm for community celebrations, and students were eager to attend in-person events, leaving behind long-distance, virtual sessions. You have to be in the party to have the party - Right?

Like the on-campus events, our off-campus trips received outstanding student responses. Also, recognizing several students' financial challenges, earning

part-time while funding their lives in Canada, we subsidized experiences at Canada's Wonderland and a Raptors game. Why? Because every student should be able to enjoy these outings, regardless of their financial circumstances.



69 ON-CAMPUS
EVENTS



6 OFF-CAMPUS
TRIPS



4 CAMPUSES

FENNELL, STONEY CREEK, IAHS, AIRPORT CAMPUS



75 EVENTS & POP-UPS
ACROSS ALL 4 CAMPUSES



7000
STUDENT ATTENDEES

~9 EVENTS
PER MONTH



The Institute of Applied Health Sciences (IAHS) Student Services Coordinator expressed their excitement feedback received at a build-a-bear event at their campus, stating, "I overheard a student speaking to our MSA staff saying how much she appreciates the MSA. The student said without the support of the MSA, she doesn't know how she could finish all her school and raise her two kids, on top of worrying about her own mental health. An event (like Cuddle Care) brought so much happiness to her, and as an international student, she is so appreciative of our events."

For the upcoming year, the events team has planned a fun ride for all the students. With four current student staff members and one student event team lead involved in the in-office planning, events and execution, you should be seated for a thrilling ride in 2024!



Students at the IAHS Campus participating in the Cuddle Care event and enjoying Chun Chun's.



Last year, the MSA Events organized a Halloween event for students called "Spooky Scary Skelebration". It was a huge event, almost 200 students came and it was a blast. I liked Savio's show the most. Aside from that, the foods and other entertainment like costume contest and DJ show was worth it and it's just for \$5! The time of the event is a good one to set up the mood for a spooky vibe too! And the most important thing, I saw that the other students had fun too, I can say that because they attended the following events of MSA.

– Shakirha Frasco, Events & Clubs Assistant

CLUBS & COMMUNITIES

CLUBS & COMMUNITIES IS A GREAT WAY TO UNITE LIKE-MINDS ACROSS CAMPUSES.

You might get along with students you attend daily class with, but what about thousands of others rushing through the busy college corridors and other campuses?

Student life is not just only about academic success, it is also about creating memorable experiences and meaningful connections. This is why the MSA made a safe space for sharing similarities to enhance student experiences.

Why only make friends with your fellow program students when Mohawk College is at your fingertips? How? Through the Clubs & Communities (C&C) Program at the MSA.

I am very happy the MSA gave us an opportunity to start this club. It's very exciting to see students gather and build friendships. I hope the Dance Club (and other clubs) keeps on growing.

- Shakirha Frasco, The Emerge Dance Club

UNDERSTANDING THE DIFFERENCE BETWEEN A CLUB AND A COMMUNITY

Communities come together for a purpose based on a shared common identity, while clubs are built on shared interests. Over the years, C&C has been creating a safe space for students to establish a sense of community outside their subjects of study.



A student interacting with the VR Club at a Stoney Creek campus pop-up event.



Two members of the Content Creators Club at their booth at the fall Clubs & Communities fair.



15 EVENTS



2 CLUBS & COMMUNITIES WEEKS

AND 15+ POP-UP PROGRAMS



50+

MEETINGS/
SMALL GATHERINGS

MSA ADDING VALUE TO STUDENT EXPERIENCE

Similarity

- Being a part of several C&C's provides opportunities for students to make friends by sharing similar passions.

Diversity

- In case you want to learn a new skill to excel at your job. We have multiple diverse clubs.

Student Engagement

- C&C's provide a great sense of friendship, network building and skill development opportunities, all of which are tied to an overall empowering college experience. Communities come together for a purpose based on a shared common identity, while clubs are built on shared interests. Over the years, C&C has been creating a safe space for students to establish a sense of community outside their subjects of study.

WHY WE BUILT CLUBS & COMMUNITIES

No one can understand you better than yourself. The MSA's C&C Program have a student-centred, simplified approach. This means you are the ones to decide what to learn and talk about and how to go about it. Previously, we planned events to attract students. If you wish to start a club to share a mutual skill or motivate people within your community – **Bring your ideas to the MSA, and we can help you spread the message.**

TRANSFORMING STUDENTS INTO FUTURE LEADERS

In 2022-2023 fiscal year, the MSA partnered with the Journalism program for their year-end assignment. For the project, every journalism student picked an active MSA club and/or community and featured an article in Ignite newspaper.



I'm excited to further build this community of passionate developers and help foster opportunities to develop skills, projects and connections within our extracurricular activities.

- Jin Zhang, The New Developers Club

PRIORITIZING RESOURCE GENERATION FOR STUDENT ENGAGEMENT OVER REVENUE GENERATION.

The world is digitalizing, but we understand human value. At the MSA, you don't talk to bots but real humans. But how do we know we're succeeding? We take your word for it!

The MSA C&C program caters to all students on an emotional level, adding value. Starting the year 2022-2023, the pandemic was ruling, the MSA worked hybrid to consolidate 50+ smaller gatherings. Also, the MSA organized 15+ pop-up club events, bringing communities together whilst keeping social distance parameters into effect.

Post-COVID, like everyone, we evolved the world here at the MSA. The plan in the year 2022-2023 was focused on increasing in-person experiences over digital content bombardment. Acknowledging post-COVID health concerns and changed perspectives, we arranged 15+ smaller C&C gatherings. The idea was to encourage students and have a safe space to re-connect and talk emotions! In the year 2022-2023, we enhanced student recruitment as we understand that students can better speak for their communities.

Result?

During fiscal year 2022-2023, C&C recruited approximately 450 members.

"My favourite thing about the club is the fact that there have been so many people I have connected with in the halls or even in classes who have been curious to play D&D but haven't tried it out or found the right space."

- Ian Moore, The Dark Snakes Club



COMMUNICATION TO MEMBERS & ENGAGEMENT

HIGHLIGHTS FROM THE PAST YEAR

Email Communications

We were able to communicate with our members directly through our weekly e-blasts. Our student copywriters wrote and sent emails throughout the year to inform, inspire, and invite students to get involved with the MSA.

Street Team

We expanded Street Team because we recognized how much students value in-person interactions. The expansion led to the creation of more part-time student staff positions, further strengthening that in-person engagement.

New Website Launch

To improve communication and wayfinding, we worked alongside a local marketing agency to launch our new and improved website.



Street team members with another student at a Clubs event.



Students participating in a street team-led self appreciation activity.



"The 'certifications of achievement' activity was very successful, and some students were emotional, as they really needed to hear what they should be proud. It resonated with everyone, no matter what semester they were in or what they were taking."

– Sebastian Gonzalez, MSA Street Team Student Staff



Booster Juice, Fennell Campus in David Braley Athletic and Recreation Centre (DBARC).



Brewed Awakenings, Fennell Campus in G-Wing.



Urban Fork, Fennell Campus in G-Wing.

FOOD EXPERIENCE

WHERE YOU ARE ALWAYS WELCOME AT THE TABLE

MSA Food Services ensures we always have something tasty to serve students when they pull up a chair at our table. Because food can nourish our bodies, unite us, and remind us of home.

Food Services, Highlighting the Three R's:

- Returned to full service after COVID-19 Pandemic
- Re-opened the Cellar part-time for use during MSA events
- Recruited more student – staff for Food Service Roles



Students at the Candidates In The Cellar event, located in The Cellar on Fennell Campus.



MAJOR CONTRIBUTIONS

Empowerment Scholarship Fund

- \$250,000 Donation by the MSA to Mohawk College Foundation, spread over 5 years, providing bursaries to historically marginalized students across all campuses.

Athletics & Recreation

- \$15,000 Donation by the MSA to Athletics & Recreation for the 2023 CCAA Women's Basketball National Championship.

#NeedOrGreed

- \$5000 towards supporting Ontario college student associations and student associations in the awareness campaign, bringing light to tuition inequities international students face.

\$15,000
DONATION
TO ATHLETICS
& RECREATION




\$250,000
DONATION
OVER 5 YEARS

\$5,000
TO INTERNATIONAL
STUDENT TUITION
INEQUITY AWARENESS 



A member of the Mountaineers Women's Basketball team.



Logo for the 'Need Or Greed' awareness campaign.

FINANCIAL REPORT

The MSA has been built by students for students, so without the financial contribution of your student fees, we would not be able to remain in operation or provide crucial resources like:

- Student Employment Opportunities
- The MSA Breakfast Program
- Health & Dental Insurance
- The MSA Food Bank
- Academic Appeals
- Legal Counselling
- Events
- Clubs & Communities,
- Food Service Offerings
- Advocacy Initiatives

Thank you for your continued contribution and support! Please keep reading to see how your student fees help us operate, how we grow your student funds, to see a snapshot of our financial year, and to learn about the cost of time.

HOW YOUR FEES HELP US OPERATE

Imagine seeing a claw machine with the most incredible prizes inside an arcade. But you can only play the claw machine after inserting your coin or token into the slot. Similarly, you insert your student fees into the MSA claw machine every academic year when you pay your tuition to access our support, services, and events. The following fee categories have been calculated based on individual full-time student fees.

Individual Full-Time Student Fees:

- MSA General Fee: **\$215.20**
- HSR Bus Pass (U-Pass and Presto) Fee: **\$203.20**
- Health & Dental Fee: **\$191.57**



Student Fee Breakdown:

MSA Services	Full-Time	Continuing Education	Part-Time (Day)	Apprenticeship	triOS	Other
Universal Transit Pass	✓					
Health & Dental Plan	✓		Part-time may opt in if eligible		✓	
Vote in Elections and Annual General Meeting	✓		✓		✓	
Club Executive Positions (<i>unless club is for other student groups</i>)	✓					
Club General Membership	✓	✓	✓	✓		✓
Advocacy & Representation	✓	✓	✓	✓	✓	✓
Food Bank/Career Closet	✓	✓	✓	✓		✓
Legal Counselling	✓	✓	✓	✓		✓
Attraction Tickets	✓	✓	✓	✓	✓	✓
Home & Auto Insurance	✓	✓	✓	✓	✓	✓
Grad Photos	✓	✓	✓	✓		✓
Activities/Concerts/Pubs	✓	✓	✓	✓		✓

MSA OPERATING FUNDS

A portion of your MSA Programming, Services & Student Government Fee went into the MSA Operating Fund last year. We then used the operating fund to cover day-to-day business expenses, like employee salaries, initiatives, events, and student activities.

Departments supported by the Operating Fund were:

- Administration
- Governance & Advocacy
- Student Services
- Communications
- Programming
- Food Services

HOW WE (THE MSA) GROW YOUR STUDENT FUNDS

(2022 – 2023)

Any organization or business needs to maintain funds in a reserve account for emergencies, like low revenue or major unexpected budget requirements, to ensure that services can continue with minimal interruption. And it's equally important that the excess generates reasonable return from secure and liquid investments. Throughout most of 2022, the Bank of Canada started to raise interest rates significantly to combat inflation quickly. As a result, we earned \$303,332.00 in interest on our cash deposits compared to the previous year, when we made \$56,000.00 (Fig.1.). The MSA used this amount to enhance and support the growing needs of its business.

ACCOUNTS PAYABLE: A SNAPSHOT OF OUR FINANCIAL YEAR

The MSA had two outstanding bills totaling one point nine million dollars from Student Care in our accounts payable (the money we owe our vendors) on April 30, 2023. It's like getting a cell phone bill with a due date set in the future. In this case, we received the bill after May 1, which was in the new fiscal year.

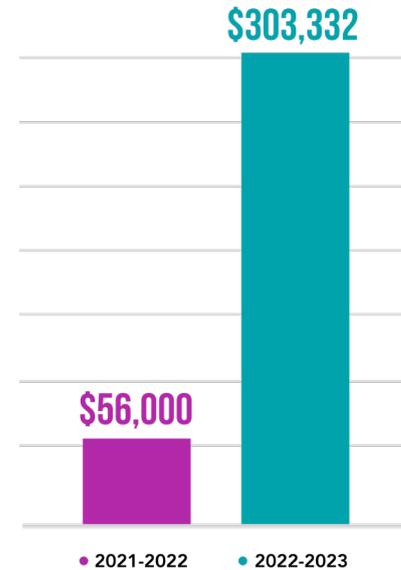


Fig. 1. Visual representation of how the rise of interest rates impacted the MSA's financial reserves.

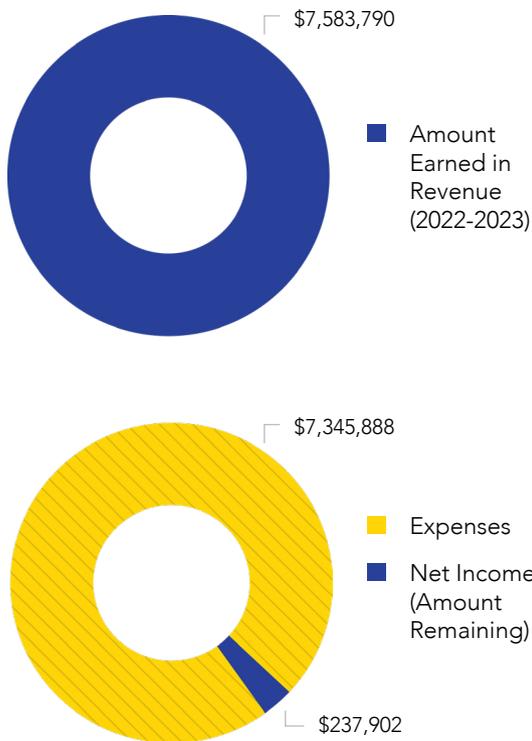


Fig. 2. Summary of the MSA's net income at the end of the fiscal year.

Although we collect fees for the Health and Dental plan when you pay your tuition at the start of the semester, the premium (or bill) charged by Student Care comes afterwards. We set aside the money we collect from the Health and Dental plan fees for when the bill comes due.

THE COST OF TIME

Straight Line Amortization

The MSA uses a Straight-line method of Amortization that spreads the estimated cost of an item over how long it will be useful or its expected lifetime. To explain further, items valued at five thousand dollars or higher must have a minimum life expectancy of at least one year. Furniture, fixtures, and equipment are amortized over 5 years, whereas leasehold improvements are amortized over 10 years. For example, Booster Juice had to replace its ice machine last year for \$5,915.00 after it was used to make roughly 47,000.00 smoothies in its lifetime.

Only one leasehold improvement was completed in the 2022-23 fiscal year, amounting to \$16, 530.00 which was the renovation of office space for the Director and Student Experience Team in room G110. This space will allow staff to flourish and grow, where they can generate ideas in a clean, safe and engaging space. The MSA always looks to effectively support students by providing the right environment to work and share in.

SUMMARY

The MSA earned \$7,583,790 in revenue from 2022 – 2023. After subtracting expenses of \$7,345,888, we ended the year with a net income of \$237,902.

FINANCIAL AUDIT



Gail C. Almand, CPA, CA
Brian L. Braun, CPA, CA
Kyle D. Kroeker, CPA, CA
Jamie R. Mitchell, CPA, CA, CBV
David J. Straughan, CPA, CA

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of Mohawk Students' Association

Opinion

We have audited the financial statements of Mohawk Students' Association ("the Association"), which comprise the statement of financial position as at April 30, 2023, and the statement of operations, statement of changes in fund balances and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at April 30, 2023, and results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO").

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements
Management is responsible for the preparation and fair presentation of the financial statements in accordance with ASNPO, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

MacGillivray
600-6605 Hurontario St., Mississauga, ON L5T 0A3
T: 905.696.0707 • F: 905.696.0760
www.macgillivray.com

INDEPENDENT AUDITOR'S REPORT, continued

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

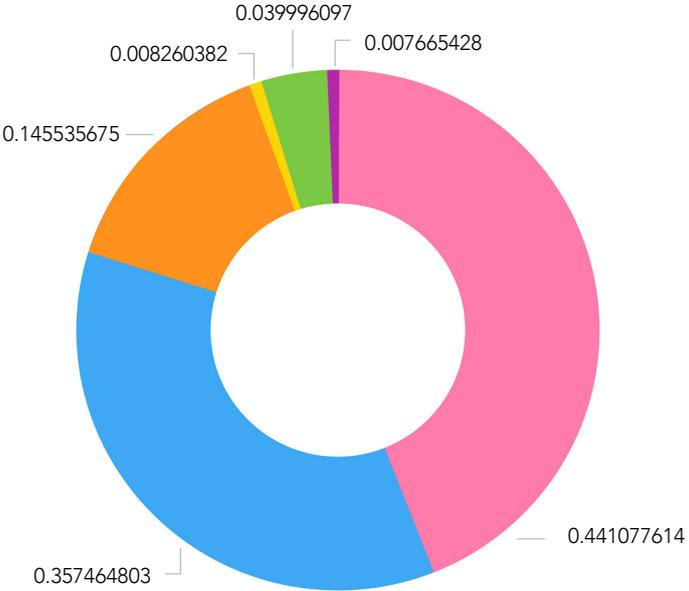
We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Mississauga, Ontario
August 23, 2023

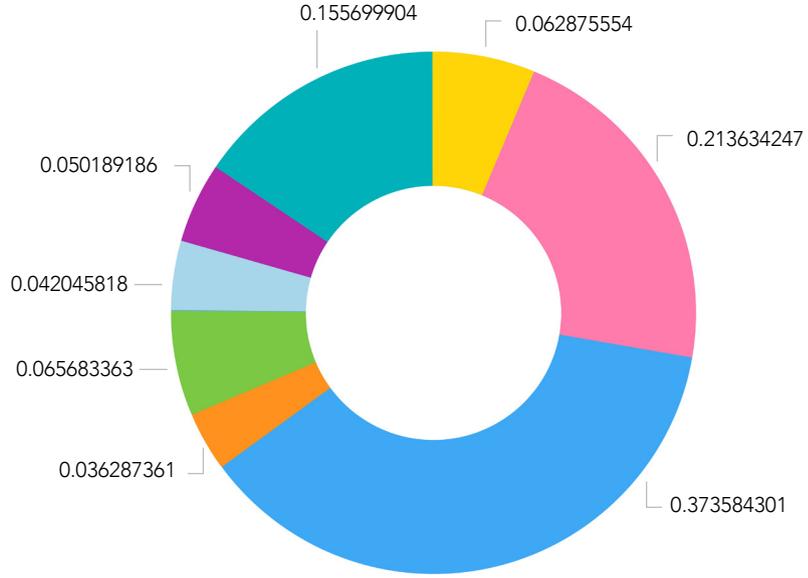
CHARTERED PROFESSIONAL ACCOUNTANTS
LICENSED PUBLIC ACCOUNTANTS



FUNDING & EXPENSE BREAKDOWN



- General Departments
- Interest Income
- Medical Plan Fees
- Business Operations
- Amortization of Deferred Grant
- Student Activity Fees



- Capital
- Health & Dental Plan
- Student Services
- Events & Communities
- Administration
- Student Government
- Communications & Engagement
- Food Services

MSA OFFICES

Fennell Campus

135 Fennell Ave W, Room G109
Hamilton, ON
L9C 0E5
905.575.2393

Health Sciences Campus (McMaster)

1400 Main St West, Room 112
Hamilton, ON
L8S 1C7
905.575.1212 ext 6411

Stoney Creek Campus

481 Barton Street, Room A125
(Fitness Centre) Stoney Creek,
ON L8E 2L7
905.575.1212 ext 5005

www.mohawkstudents.ca



@msamohawk

