

Report of the President

Ben Coleman | president@utsu.ca

November – December 2015

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Sexual Violence Advisory Committee

There were a couple meetings in December 2015 related to the University's Sexual Violence Advisory Committee. Through these meetings, drafts of the committee's report were revised with a fair amount of debate between university administrators and committee members. My efforts were targeted towards the following areas:

- A commitment for a tri-campus presence for the new University Sexual Violence Centre (the language previously had been vague about services and presence on the Scarborough and Mississauga campuses).
- Principles framing sexual violence as preventing equal access to education for various groups. (This is important to frame the issue as integral to students flourishing in their academics and helps to argue for better academic accommodations for those who have experienced sexual violence).
- An emphasis that representative and marginalized voices must be captured during policy consultation and reviews, which are now mandated to occur every three years at the least. The consultations conducted by the university for the report do not properly represent UofT students due to small sample size and a low number of racialized students, which has been brought up in meetings by other student members and myself multiple times.

Final Report

Presidential and Provostial Committee on Prevention and Response to Sexual Violence

University of Toronto



December 2015

The final report of the committee is coming out some time this month. Although it represents some important improvements in how the University supports people who have experienced sexual violence, there are still a lot of improvements that need to be made. Through the consent campaign being led by Jasmine and, hopefully in collaboration with other student groups on campus, the UTSU should continue to push for these changes.

What is most promising about the committee's work and the new provincial legislation is that policies and services will now come back for review with student consultation on a regular basis, preventing the creation of policies which are written once, rarely used, and never reviewed, such as the university's policy on Sexual Harassment, which has not been updated since its creation in the 80's.

Health and Dental Updates

Studentcare Contract

Over Christmas, Ryan and I negotiated a tentative contract with Studentcare to outline their role for this year and for future years. Until approval or rejection from the Board of Directors, the contract is only binding up until the end of the current Health and Dental Policy year (August 31, 2016) and does not bind us to compensation except for the 1% fee that we would otherwise pay to the National Student Health Network between January and August of this year.

The contract will be presented to the Board for a decision along with the results of the request for quotes (RFQ) competitive bidding process at the February Board Meeting.

Timeline for RFQ Process

The competitive bidding process for a Health and Dental insurance provider, with requests for quotes (RFQ) from various providers will happen with the following timeline:

January 18

Call sent out to insurance companies to provide a quote

First Week of February

Deadline to provide quotes

Early February

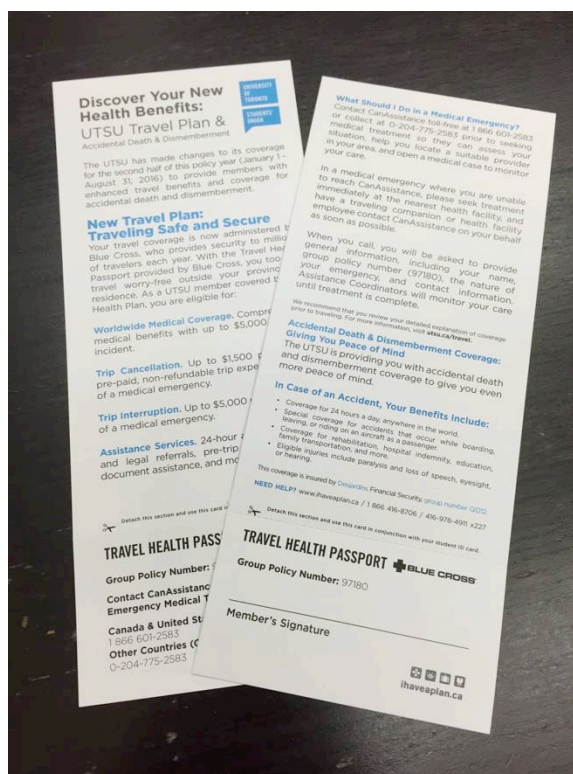
Internal review of quotes by Executives and Health and Dental Plan Coordinator

~February 22

Organizational Development and Services (ODS) meeting to create recommendations to the Board of Directors for a decision

Late February (27 or 28)

Board of directors meeting to decide on ODS recommendations for an insurance provider.



NHSN Termination

The Executive Committee sent a letter of termination to the National Student Health Network administrator in December, which was received. We will update the board on any further developments on this item.

New Travel Pamphlets and Communications

The UTSU has new pamphlets for the improved Travel and Accidental Death and Dismemberment Coverage approved by the Board in November. The pamphlets feature a card which can be torn away for quick reference while travelling and come in seven languages: English, Simplified Chinese, French, Punjabi, Tamil, Urdu, and Spanish. We will be promoting the changes using Facebook ads targeted to students who speak these languages as well as reaching out to cultural clubs.

Student Commons



Throughout the month of November, I worked with our clubs coordinator and two of the folks from SBA as part of the architect selection process for the Student Commons. Together with staff from UofT Planning, five firms were shortlisted for interview. I am happy to announce that Superkül has been selected as the architect for the building.

About Superkül

Superkül is a Toronto-based architectural firm with extensive experience in community buildings including the Native Youth Resource Centre on 655 Bloor Street, as well as renovations to the ROM, Sidney Smith, and Chestnut Residence. Examples of their work can be found on their website at superkul.ca.



Examples of projects by Süperkul

New Email with Google Apps

Rejoice! The end of Kerio is in sight. Working with the staff, we have set out a timeline to switch over to Google Apps for Nonprofits so that we have good email (and other Google related benefits).

The timeline is as follows:

January:

Initial set-up and testing (including copying over accounts etc.)

February 1-12:

Training for Staff, Exec and Associates. Board members will receive a list of online training resources.

February 15-March 24

Dual Server Period. During this time, board members will be able to access their accounts through the kerio system at mail.utsu.ca or the google system at gmail.utsu.ca. Kerio account storage limits will still apply, and emails will be synced on both accounts.

March 24:

Kerio server phased out and UTSU switched fully to Google email. After this point, mail.utsu.ca will point to the Google mail system.

Website Updates

Improvements and Changes

With the website transferred to UTSU-controlled hosting on GoDaddy, we have begun to experiment with changes to navigation, introducing e-commerce so that students can purchase some of our services online, and having a better and more prominent system for regular updates and service notices (e.g. when the printer is down).

Changes will be tested at our staging site which can be accessed using beta.utsu.ca and after feedback from staff and community members, we will roll out improvements throughout the semester. If you have suggestions or ideas for the website, please email me at president@utsu.ca or drop in to the office.

Analytics and Traffic

For the first time since the website was updated a couple years ago, we have been able to start running analytics on the website using google, meaning that we can gain important information about how many times the website was visited, by who, and which pages are the most popular. We are using some of this information to help redesign the navigation so that students can find the most popular information quickly. I have included some analytics information for the month of December after my report for your interest.

RSU Statement

On January 14th, the UTSU Executive approved and released a statement about the recent “restructuring” of staff positions at the Ryerson Students’ Union. Discussions about the Executives’ response to the incidents started in late December, but due to other unforeseen items, the drafting of the full statement had to be put off until the break. We chose the timing of the release of the statement to ensure that it would receive wider attention and not be lost over the holidays. The full statement is included after this report.

Executive Committee
University of Toronto Students' Union

12 Hart House Circle
Toronto, ON, M5S 3J9

execs@utsu.ca
416-978-4911

STATEMENT

For immediate release
January 14, 2015

RE: Ryerson Students' Union Staff Restructuring and Lay-offs

Dear UTSU Members,

On December 1, 2015, the Ryerson Students' Union (RSU) eliminated the position of Executive Director of Communications and Outreach, causing the layoff of Giliary Massa (on parental leave) and Dina Skivrsky (on parental leave contract).

It is important for students' unions to demonstrate a commitment to open and equitable hiring as part of our commitment to fighting oppression and promoting equity. It is the UTSU's position that the RSU has acted in violation of the core values of equitable and open hiring in its recent restructuring.

We condemn that the RSU executive has hired a political ally and close friend to fill their new General Manager position. It is always tempting to hire people that you know and that you believe might be easier to work with due to mutual familiarity. However, it is more often in the interest of students to hire people who have different experiences and perspectives. Especially for full-time staff positions, this is important to ensure balanced decision-making from multiple perspectives. To us, the hiring of a close friend in the context of their other actions shows that the RSU does not have a commitment to diverse and equitable hiring.

It is also important to hire staff with experience in social justice and equity work outside of the privileged confines of a University or students' union organizing. Without seeking this experience in our staff, we cannot adequately serve our students, especially those who face the most barriers in entering post-secondary education.

It is especially important that we draw attention to the fact that both the individuals fired are women, and one of the women fired is Black, visibly Muslim,

and a new parent. In a labour market demarcated by race and gender, the firing of these two women effects their further marginalization, especially in the absence of equitable and open hiring practices. Any employer committed to equity and equitable work spaces must take into consideration the disproportionate impact of their decisions on their workers.

We further condemn the use of the phrase “safe space” to criticize students who have come to the RSU offices asking questions and raising criticisms of the RSU executives. As student leaders, we must not only expect to receive criticism of our work, but we should try our best to listen and reflect on what is being said. Safe space, a term that originated in the LGBTQ community, means an environment where individuals who are marginalized can discuss their experiences and opinions without fear of oppression. It does not mean safety for people in positions of power, and should not be used in this way.

In addition, student leaders with privilege cannot just acknowledge their unfair advantages; they must also not use them to defend their actions as leaders. Implying that someone’s complaints or actions are an attempt to ‘play the race card’ and are thus without merit reinforces prejudice in society and is not good allyship.

Like many other students’ unions, we believe that it is important to work with the labour movement on issues of social justice. However, as student leaders, we have a responsibility to place the interests of our students above those of the labour unions that represent our staff, which are often not primarily student organizations. The RSU executives recall being told by their predecessors that “[the executives] work for the staff.” This is cause for concern, and we hope that Ryerson students think critically about how their students’ union is run and come to their own conclusions on how to improve it in an equitable way.

The UTSU condemns the actions of the RSU, and our willingness to engage with them has been severely undermined. We hope that, if the RSU demonstrates an institutional commitment to the principles of equity and good allyship, our two unions will be able to resume working together fully for the benefit of all students.

Sincerely,

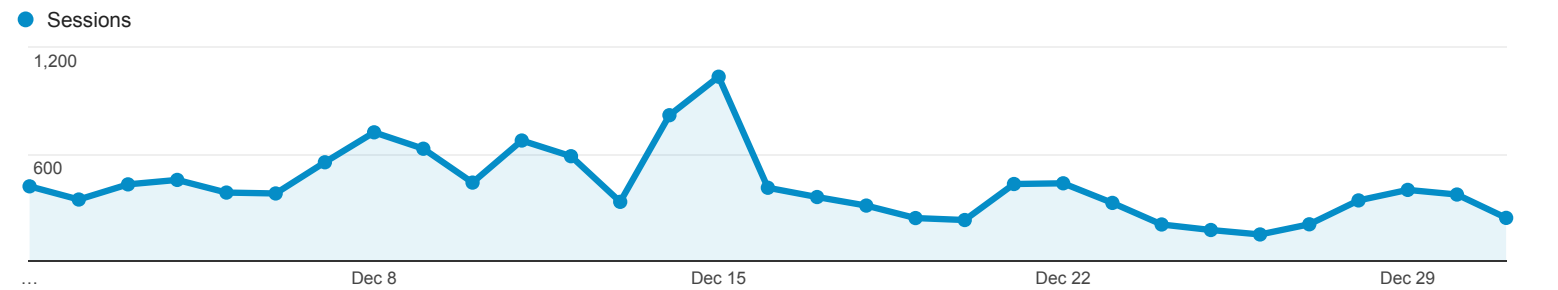
UTSU Executive Committee

Audience Overview

Dec 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Overview



Sessions

13,040

Users

10,293

Pageviews

31,637

Pages / Session

2.43

Avg. Session Duration

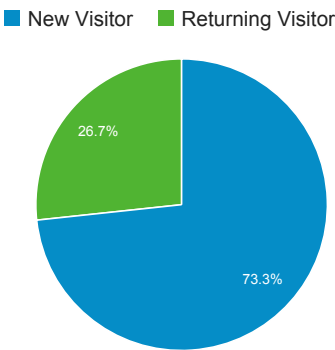
00:01:48

Bounce Rate

53.22%

% New Sessions

73.23%



Language	Sessions	% Sessions
1. en-us	8,878	68.08%
2. en-ca	1,860	14.26%
3. en-gb	1,487	11.40%
4. zh-cn	238	1.83%
5. (not set)	151	1.16%
6. es	51	0.39%
7. ko	50	0.38%
8. en	49	0.38%
9. zh-tw	45	0.35%
10. fr	34	0.26%

Acquisition Overview

Dec 1, 2015 - Dec 31, 2015



Primary Dimension:

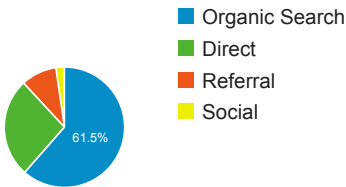
Top Channels

Conversion:

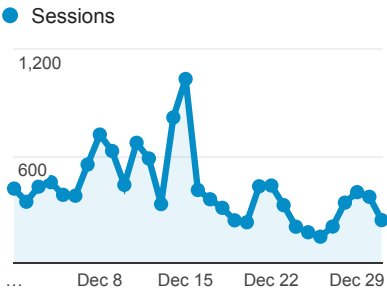
All Goals

[Edit Channel Grouping](#)

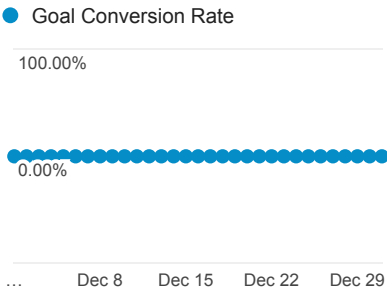
Top Channels



Sessions



Conversions



Acquisition				Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	13,040	73.23%	9,549	53.22%	2.43	00:01:48
1 Organic Search	8,014	<div></div>		50.46%	<div></div>	
2 Direct	3,476	<div></div>		57.57%	<div></div>	
3 Referral	1,250	<div></div>		56.16%	<div></div>	
4 Social	300	<div></div>		64.33%	<div></div>	

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

To see all 4 Channels click [here](#).

Queries

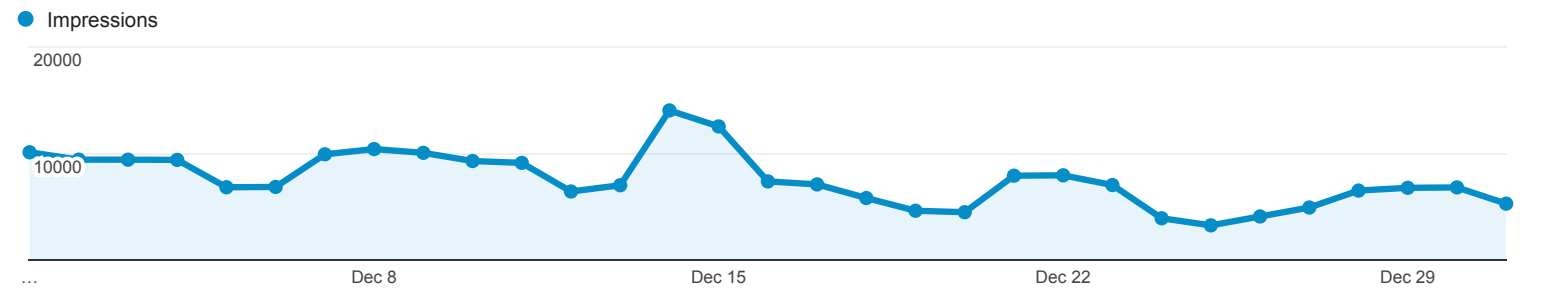
Dec 1, 2015 - Dec 31, 2015

Google Search: Top 1,000 daily queries.

To protect user privacy, queries made a very small number of times or containing personal or sensitive information are grouped as "(not set)". [Learn more](#)

 % of clicks: 100.00%

Explorer



Query	Impressions	Clicks	Average Position	CTR
	235,206 % of Total: 100.00% (235,206)	8,887 % of Total: 100.00% (8,887)	16 % of Total: 100.00% (16)	3.78% Avg for View: 3.78% (0.00%)
1. (not set)	91,601 (38.95%)	5,334 (60.02%)	19(121.00%)	5.82%
2. green shield	13,385 (5.69%)	6 (0.07%)	6.9 (39.92%)	0.04%
3. utsu	12,076 (5.13%)	590 (6.64%)	2.3 (8.62%)	4.89%
4. greenshield	7,906 (3.36%)	0 (0.00%)	6.3 (36.01%)	0.00%
5. gerstein library	4,242 (1.80%)	0 (0.00%)	5.9 (32.90%)	0.00%
6. student debt in on	3,231 (1.37%)	0 (0.00%)	8.1 (48.07%)	0.00%
7. akshan bansal	2,633 (1.12%)	145 (1.63%)	4.3 (22.43%)	5.51%
8. places4students	2,165 (0.92%)	3 (0.03%)	2.9 (12.60%)	0.14%
9. robarts library hours	2,014 (0.86%)	0 (0.00%)	9.8 (59.55%)	0.00%
10. university of toronto jobs	1,157 (0.49%)	3 (0.03%)	9.6 (57.91%)	0.26%

Rows 1 - 10 of 7221

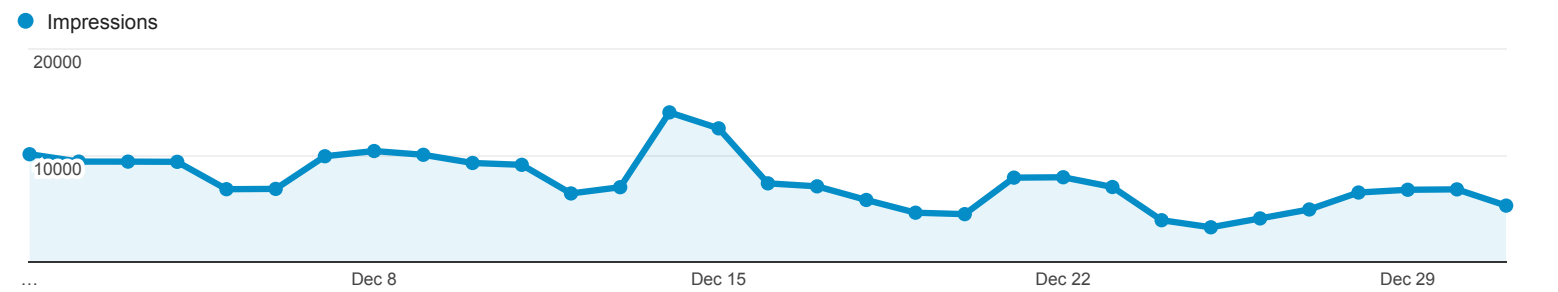
Landing Pages

Dec 1, 2015 - Dec 31, 2015

Google Search: Top 1,000 daily Landing Pages.

% of clicks: 100.00%

Explorer



Landing Page	Impressions	Clicks	Average Position	CTR
	235,206 % of Total: 100.00% (235,206)	8,887 % of Total: 100.00% (8,887)	16 % of Total: 100.00% (16)	3.78% Avg for View: 3.78% (0.00%)
1. http://utsu.ca/using-your-coverage/	36,099 (15.35%)	1,001 (11.26%)	6.6 (37.86%)	2.77%
2. http://utsu.ca/health/	22,846 (9.71%)	2,017 (22.70%)	15 (93.96%)	8.83%
3. http://utsu.ca/wp-content/uploads/2013/12/libraryGuide_web.pdf	13,875 (5.90%)	26 (0.29%)	9.0 (54.22%)	0.19%
4. http://utsu.ca/	11,637 (4.95%)	693 (7.80%)	8.3 (49.37%)	5.96%
5. http://utsu.ca/office/	8,000 (3.40%)	347 (3.90%)	13 (82.67%)	4.34%
6. http://utsu.ca/scholarship/	6,426 (2.73%)	166 (1.87%)	12 (74.13%)	2.58%
7. http://utsu.ca/jobs/	6,123 (2.60%)	84 (0.95%)	8.3 (49.18%)	1.37%
8. http://utsu.ca/entertainment/	6,066 (2.58%)	312 (3.51%)	19(123.19%)	5.14%
9. http://utsu.ca/rates-terms-of-coverage/	5,993 (2.55%)	267 (3.00%)	12 (74.56%)	4.46%
10. http://utsu.ca/executive/	5,751 (2.45%)	774 (8.71%)	5.7 (32.05%)	13.46%

Rows 1 - 10 of 402

Result #3 is a result of the UTSU library guide showing up when students search for the Gerstein Library. As you can see, very few students click through and view the guide.

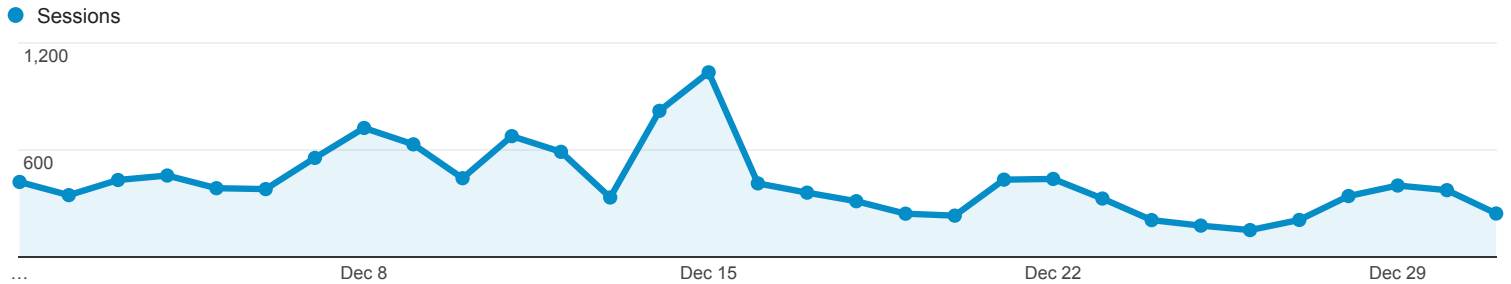
All Traffic

Dec 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	13,040 % of Total: 100.00% (13,040)	73.31% Avg for View: 73.23% (0.10%)	9,559 % of Total: 100.10% (9,549)	53.22% Avg for View: 53.22% (0.00%)	2.43 Avg for View: 2.43 (0.00%)	00:01:48 Avg for View: 00:01:48 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
1. google / organic	7,869 (60.35%)	71.89%	5,657 (59.18%)	50.58%	2.41	00:01:49	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. (direct) / (none)	3,476 (26.66%)	78.80%	2,739 (28.65%)	57.57%	2.55	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. utsu.ca / referral	461 (3.54%)	72.23%	333 (3.48%)	43.82%	2.49	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. facebook.com / referral	187 (1.43%)	33.69%	63 (0.66%)	56.15%	2.29	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. traffic2canada.com / referral SPAM	102 (0.78%)	100.00%	102 (1.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. bing / organic	94 (0.72%)	74.47%	70 (0.73%)	40.43%	2.82	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. utmsu.ca / referral	88 (0.67%)	80.68%	71 (0.74%)	61.36%	2.28	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. utsu.srv1.cfshosting.ca / referral	50 (0.38%)	42.00%	21 (0.22%)	58.00%	1.94	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. m.facebook.com / referral	49 (0.38%)	77.55%	38 (0.40%)	79.59%	1.73	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. yahoo / organic	46 (0.35%)	84.78%	39 (0.41%)	47.83%	2.43	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 10 of 114

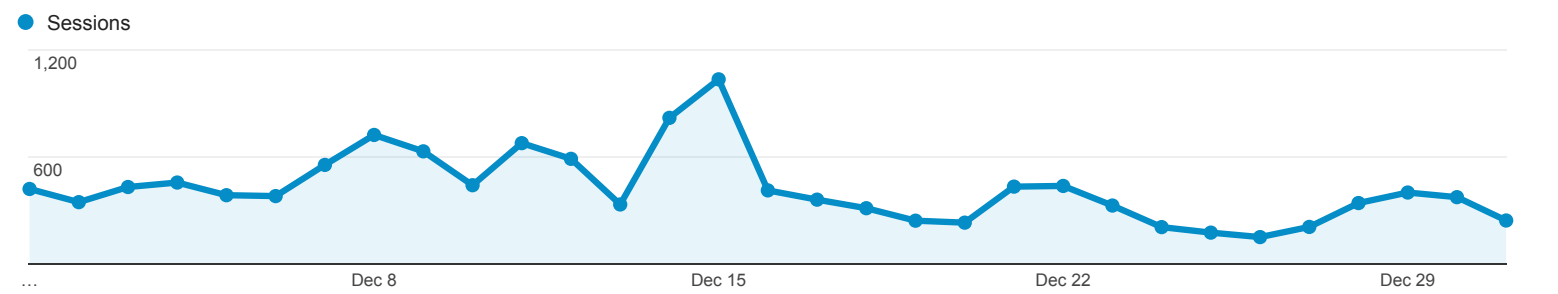
Overview

Dec 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	13,040 % of Total: 100.00% (13,040)	73.31% Avg for View: 73.23% (0.10%)	9,559 % of Total: 100.10% (9,549)	53.22% Avg for View: 53.22% (0.00%)	2.43 Avg for View: 2.43 (0.00%)	00:01:48 Avg for View: 00:01:48 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	9,110 (69.86%)	74.34%	6,772 (70.84%)	50.92%	2.58	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	3,474 (26.64%)	70.41%	2,446 (25.59%)	59.53%	2.02	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	456 (3.50%)	74.78%	341 (3.57%)	51.10%	2.41	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

Engagement

Dec 1, 2015 - Dec 31, 2015



Distribution

Session Duration

Sessions

13,040

% of Total: 100.00% (13,040)

Pageviews

31,637

% of Total: 100.00% (31,637)

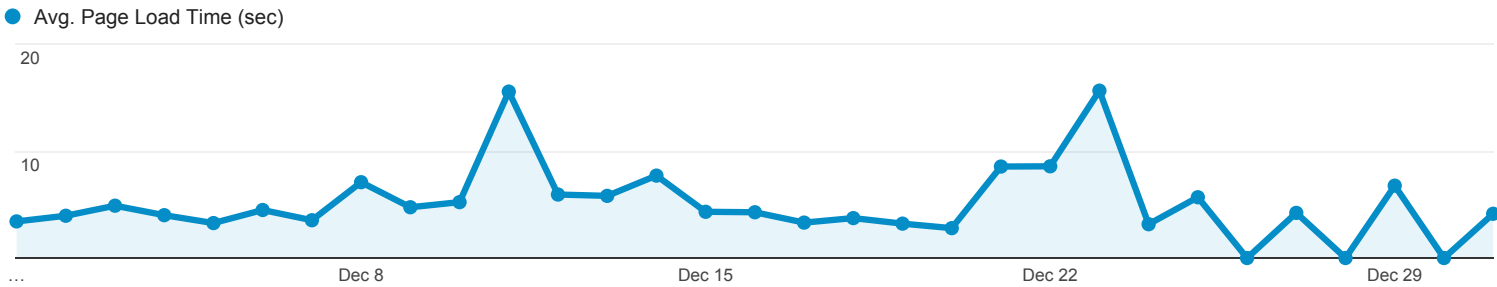
Session Duration	Sessions	Pageviews
0-10 seconds	7,423 <div></div>	7,936 <div></div>
11-30 seconds	1,313 <div></div>	3,218 <div></div>
31-60 seconds	1,087 <div></div>	3,370 <div></div>
61-180 seconds	1,549 <div></div>	6,320 <div></div>
181-600 seconds	1,032 <div></div>	5,524 <div></div>
601-1800 seconds	549 <div></div>	3,305 <div></div>
1801+ seconds	87 <div></div>	1,964 <div></div>

Site Speed Overview

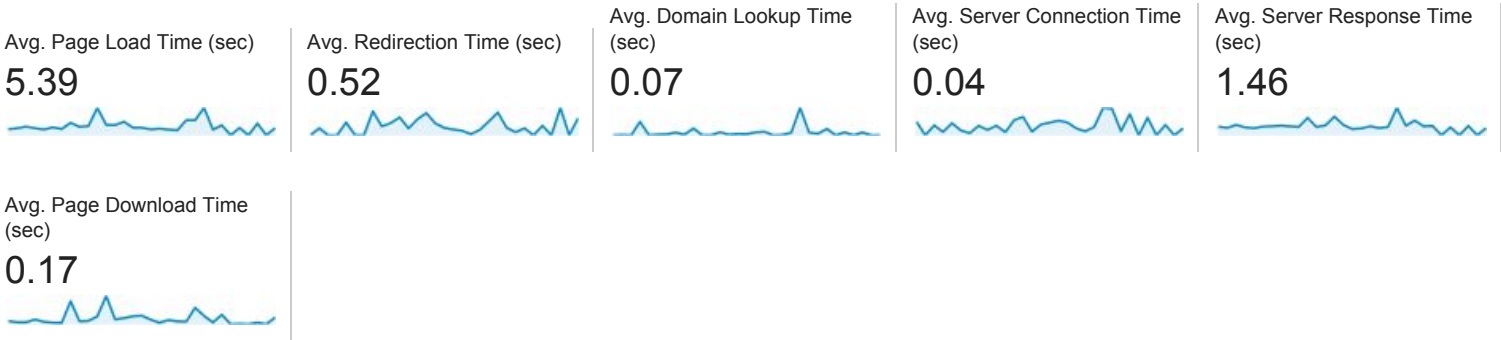
Dec 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Overview



258 of pageviews sent page load sample



Browser	Avg. Page Load Time (sec)
1. Internet Explorer	3.82
2. Chrome	5.40
3. Safari	5.56
4. Firefox	5.75
5. Edge	5.97

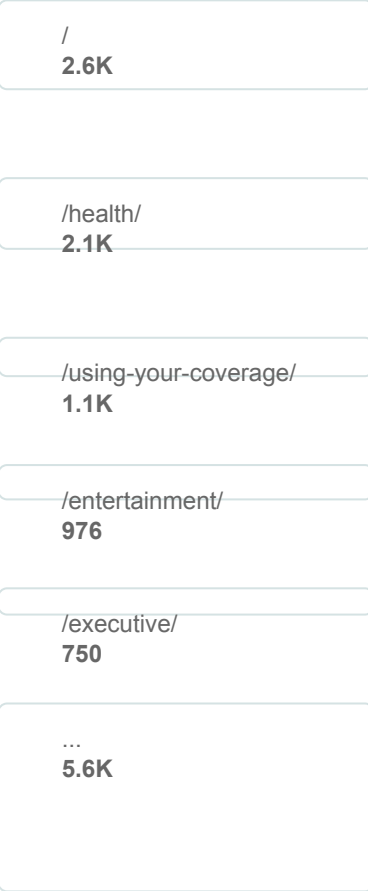
Behavior Flow

Dec 1, 2015 - Dec 31, 2015

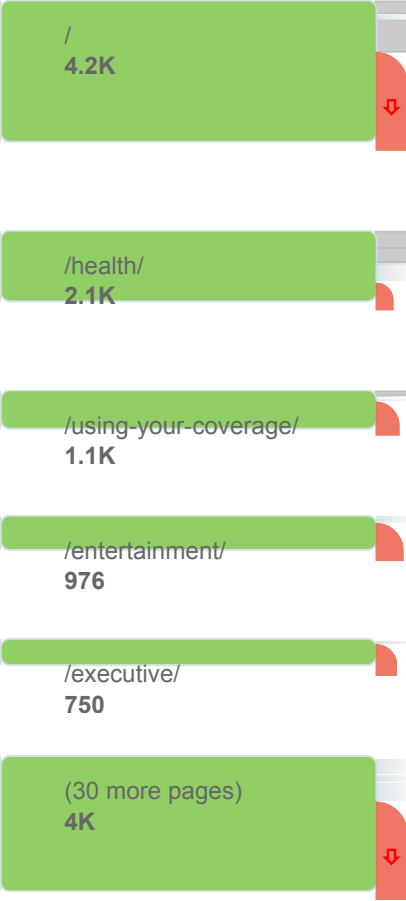


All Sessions
100.00%

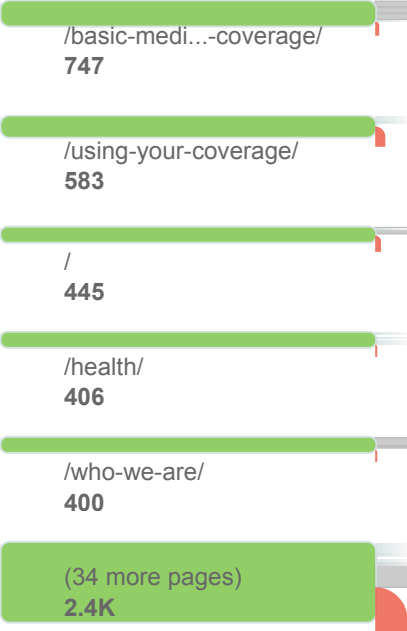
Landing Page



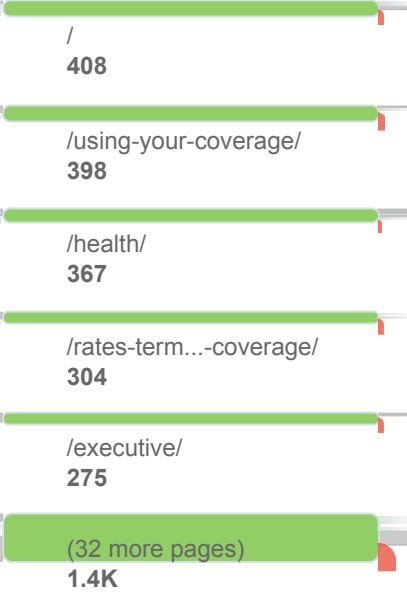
Starting pages
13K sessions, 8.1K drop-offs



1st Interaction
4.9K sessions, 1.8K drop-offs



2nd Interaction
3.2K sessions, 1.4K drop-offs



3rd Interaction
1.8K sessions, 673 drop-offs

