

2019-2020

Annual Report

Saitsa*

SAIT Students'
Association

Table of Contents

Strategic Highlights	1
Connecting With Our Members	1
Building & Supporting our Digital Community	2
Advocacy	2
Financial Highlights	3
Operational Highlights	4
Administration	4
Student Experience	5
Governance	5
Partnerships	6
Gateway Restaurant and Bar	7
Odyssey Café	8
Station Market and Express	9
Entertainment	10
Operational Sale Highlights	11
Top 5 Selling Items	11
The Saitsa Awards	12
A Letter From the President	13



Strategic Highlights

Connecting with our Members

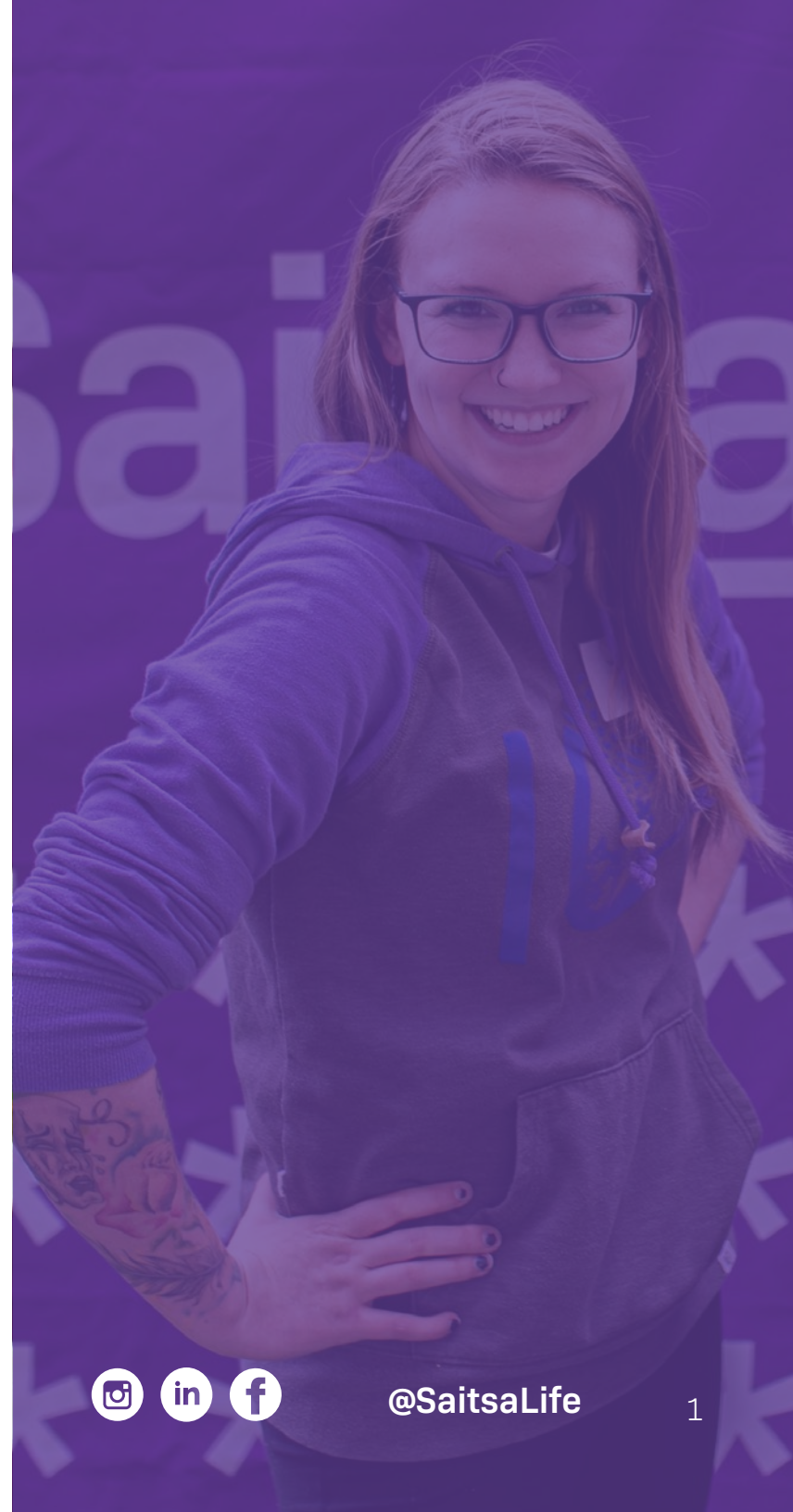
As a student owned and operated organization, we are always looking for new ways to connect with our membership. We continue to run engaging content through our **website and app** while also consistently interacting with our members through **Facebook, Instagram, Twitter** and **LinkedIn**. If you don't follow us already, be sure to check out the links below!

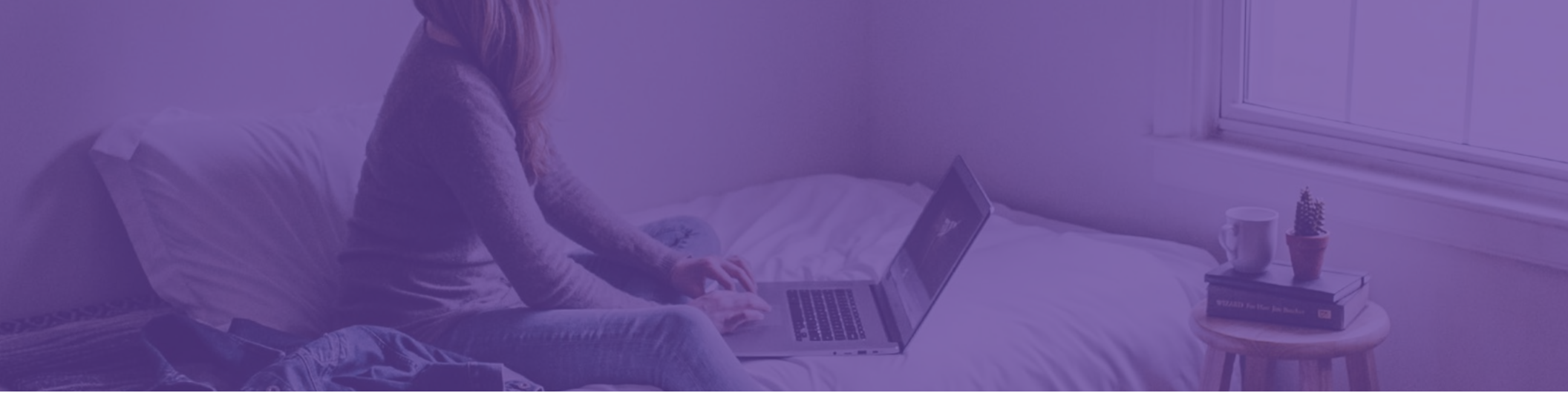
Over the past several months, we have made it our goal to further connect with our members by **implementing a live chat feature on our website**, and **launching a new (student executive run) podcast**, as well as continuing to run our **biannual comprehensive surveys** to help discover how best to serve our members.

[Saitsa.com](https://saitsa.com)



@SaitsaLife





Building & Supporting our Digital Community

As students continue to learn from home, and help protect our community from the ongoing pandemic, we have made it our goal to build an interactive digital community for our members. Our team of dedicated student executives, staff and volunteers have come together to host **over 100 online events**, implement **new online programming**, and giveaway **thousands of dollars in prizes, awards and grants**. Our community of committed club executives have also continued to thrive online with **over 40 student clubs** currently registered.

We are looking forward to continuing to build on this digital community once we return back to campus!

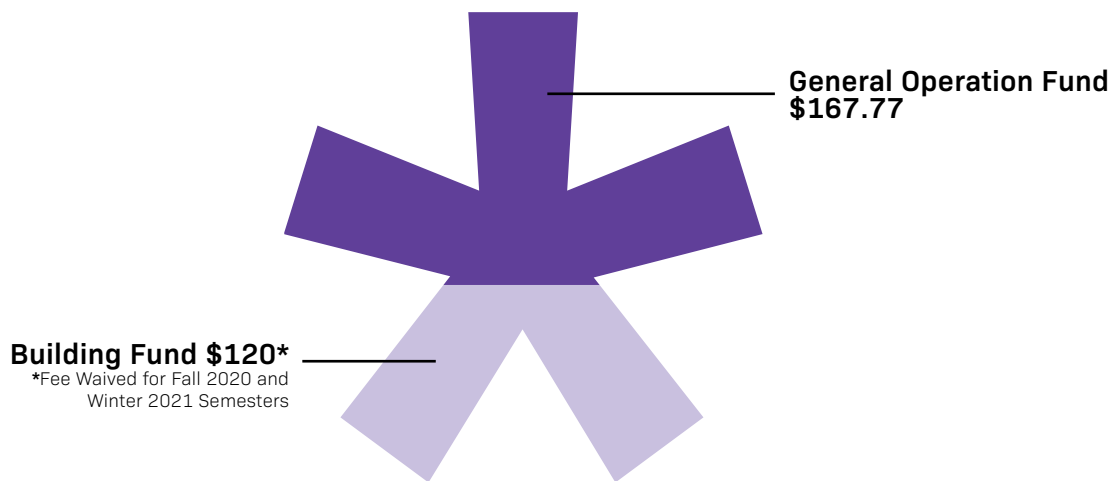
Advocacy

Saitsa continues to strive to see student needs advocated for at all levels of government - whether it means advocating for standardized, survivor-centric sexual violence policies at the Legislature, more accessible grants for apprentices in Parliament, or just a better deal with the UPass program with the City of Calgary. Saitsa has **partnered with other associations** to amplify our students' voices, municipally at the **Calgary Student Alliance (CSA)**, provincially at the **Alberta Students Executive Council (ASEC)**, and federally through the **Canadian Alliance of Student Associations (CASA)**. Through our continued efforts, the goal towards a more accessible and affordable education is constantly being worked towards.

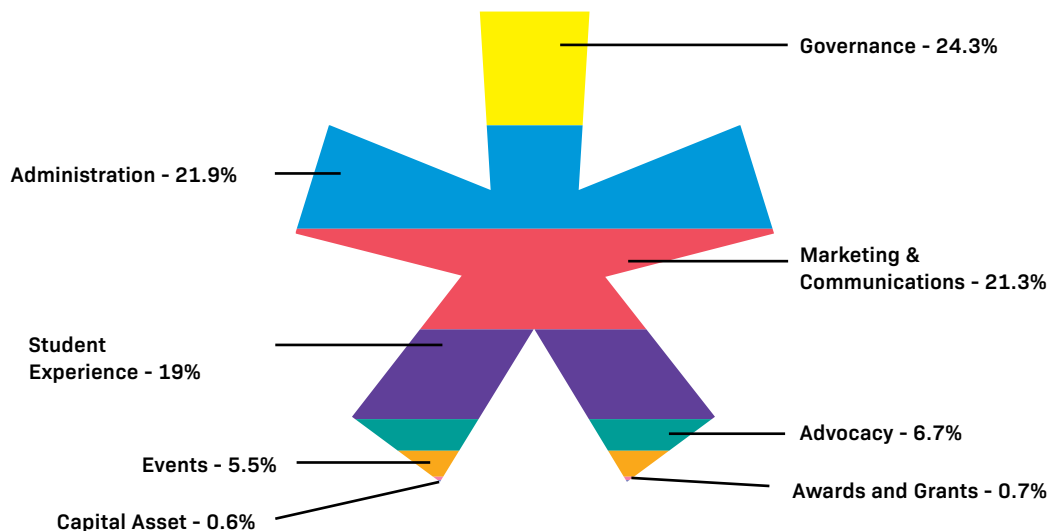
Financial Highlights

Full-audited 2020 financial statements presented by PricewaterhouseCoopers are available at: [Saitsa.com/Finances](https://saitsa.com/Finances)

Total Student Association Fees



General Operation Fund



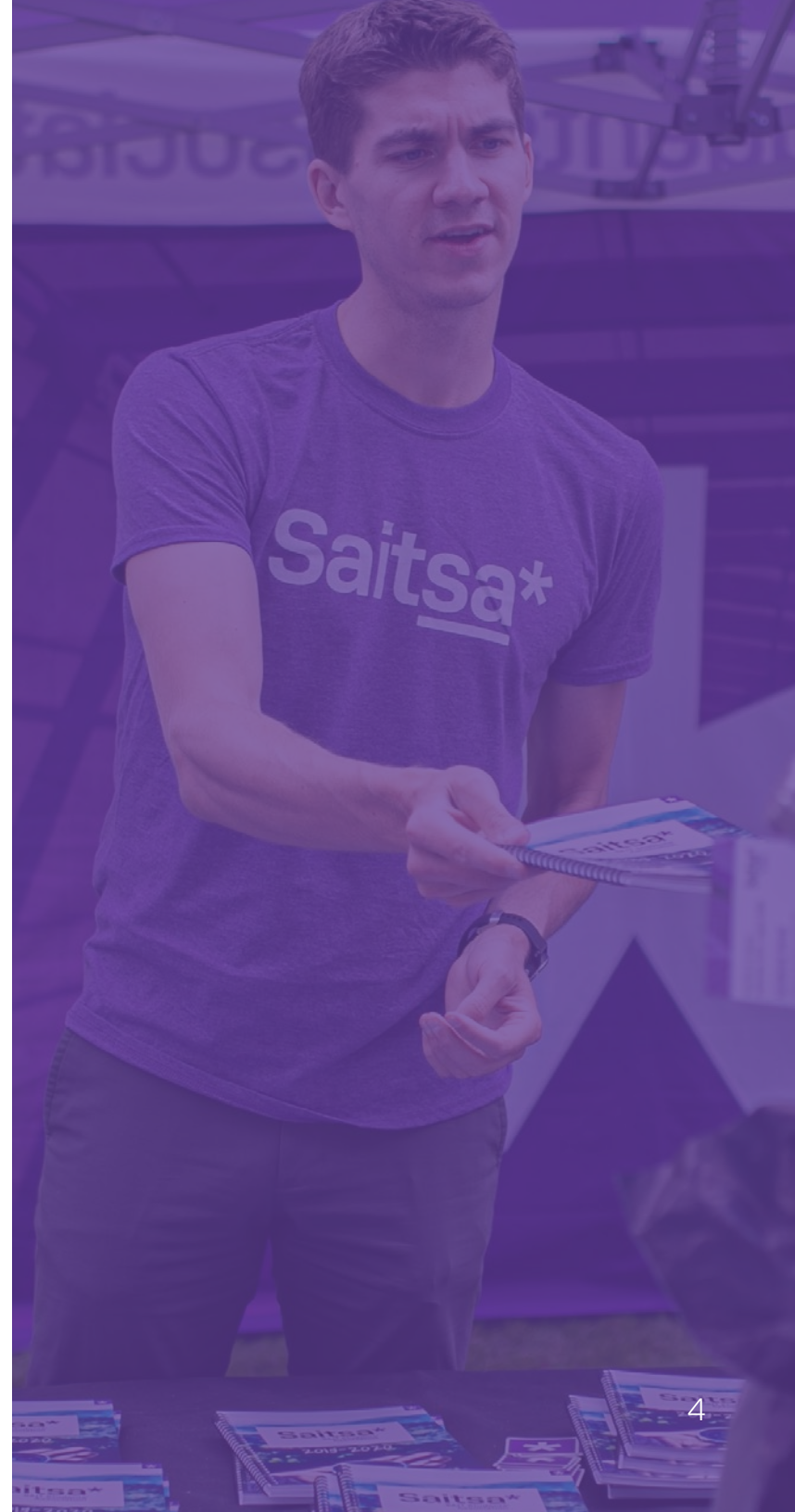
*Numbers within the figure above are estimates based on unaudited budget numbers. Please visit saitsa.com/finances for full-audited financial statements.

Operational Highlights

Administration

Saitsa's administration team understands and respects the importance of supporting staff members to make administrative tasks as easy as possible. In order to improve on some of the existing processes, Saitsa has **switched to a more user-friendly HR/Payroll software** that has been very well-received by all staff. The pandemic, and having to quickly adapt to working remotely provided new challenges for the dedicated administrative team to overcome.

Receiving feedback from all Saitsa staff members became a major priority so that the workplace culture could be impacted as positively as possible. New activities have been rolled out to keep engagement, satisfaction, and retention high.





Student Experience

Late 2019 saw some major milestones for our Student Experience community at Saitsa. We switched the student Health and Dental provider to **The Campus Trust from Gallivan**, we added (the much requested) **Panorama Hill** to our list of Lift Tickets sales, we held our very first (and highly successful) **volunteer fair**, and had a record number of **400 student volunteers** register with Saitsa. Our 2019 Adopt-A-Family program saw a **record number of 50 adopted student families**.

Over the last several months the Student Experience Team has been navigating the digital world with weekly online programming to help keep high spirits throughout the student body.

Governance

This past year marked some significant changes for the Governance & Advocacy department as we welcomed our Executive Council into our NN118 office space! Though temporary at first to accommodate construction of staff offices in Campus Centre, the EC's move to NN118 **brought new energy to the space and made our student leaders more accessible to the membership**. Unfortunately, due to COVID-19 our EC have been working from home since March 2020 but when we return to campus we look forward to being one big happy G&A family in our newly renovated NN118 office.

Partnerships

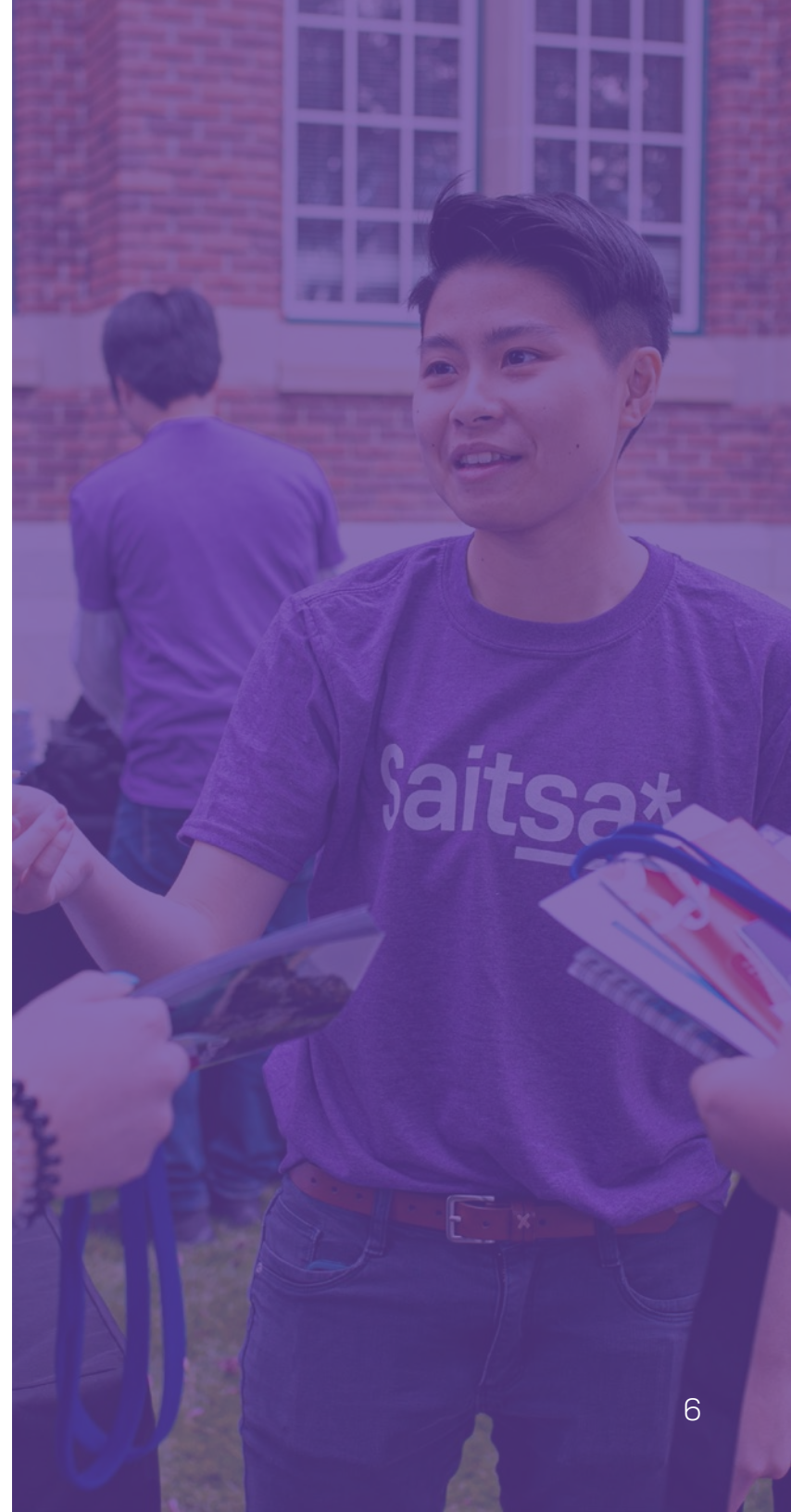
Number of Partnerships were reduced this year due to the ongoing pandemic; however, our **partners' contributions were consistent from one year to the next** with a very slight reduction in cash and non-cash considerations for our membership. **We're still seeing growth** in the area of partner interest and many past partners have already expressed support for Saitsa and its membership once we are able to be back on campus.

There has been continued support from our committed partner **ATB**, and our longstanding food supplier **Gordon Food Services**.

Current partners:

- ATB Financial
- CJAY92
- Coca-Cola Canada
- Funny FM
- Goodlawyer
- Gordon Food Services
- House of Cars
- Lake Louise Inn
- Monster Energy
- Resorts of the Canadian Rockies
- Ten Degrees Chocolate
- Virgin Radio
- X92

[Saitsa.com/About/Partners](https://saitsa.com/About/Partners)





Gateway Restaurant and Bar

Over the past two years we've seen a greater focus on **working with local suppliers** for meat and dairy products.

The Gateway stopped giving out straws with ordered drinks, which **has saved tens of thousands of single use plastic straws from going to the landfill**. In 2019, Gateway was listed as the **#2 most visited location on campus** for eating out (over 54% of SAIT students). Sales remain consistent year in and out with the Gateway, which is a great indicator towards the strength of the brand.

In 2018-19 (July 1 to March 31)

- Customers Served: 70,480
- Number of Days Open: 161
- Average Number of Customers per day: 437

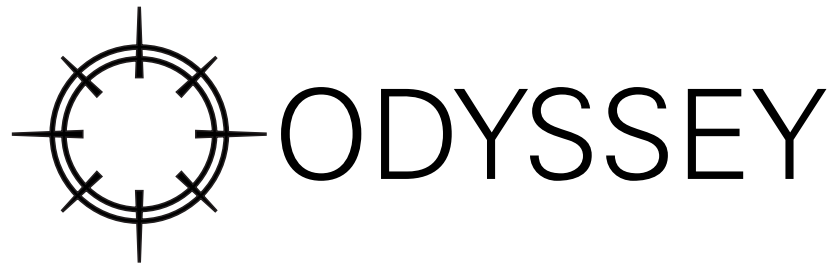
In 2019-20 (July 1 to March 31)

- Customers Served: 63,039
- Number of Days Open: 138
- Average Number of Customers per day: 456
- *4.1% increase in customers from one year to the next.

[Saitsa.com/Gateway](https://saitsa.com/Gateway)



@GatewayBar



Odyssey Café

In 2019 the Odyssey Café launched its very own **custom roasted coffee**, its own **retail coffee for purchase**, and an **entire rebrand** to bolster the café's identify around campus.

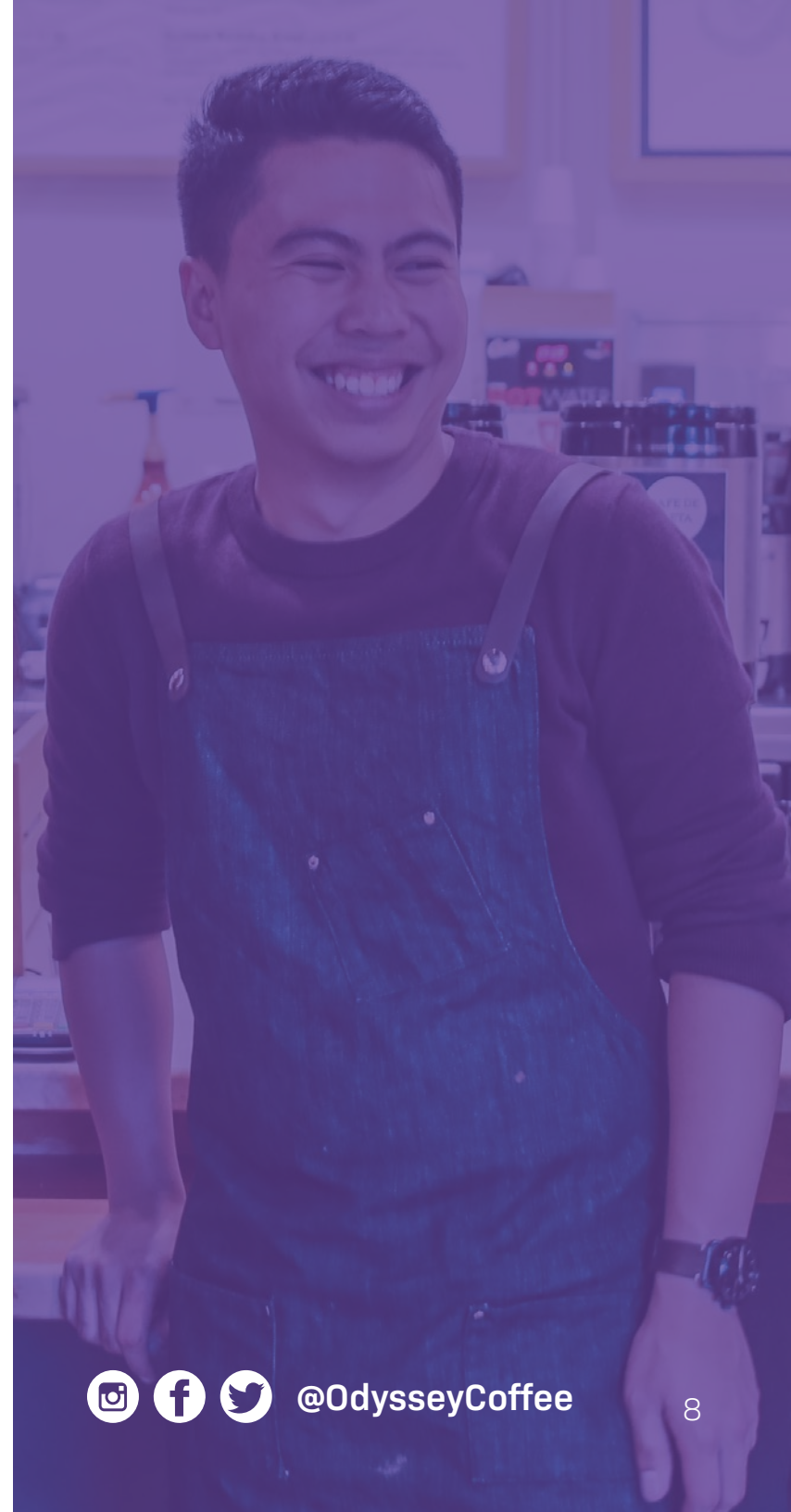
Moving into 2020, we saw another big start to the year for the café as the Odyssey was **crowned as the 2020 YYC Hot Chocolate Fest's Best Hot Chocolate**.



[Saitsa.com/Odyssey](https://saitsa.com/Odyssey)



@OdysseyCoffee



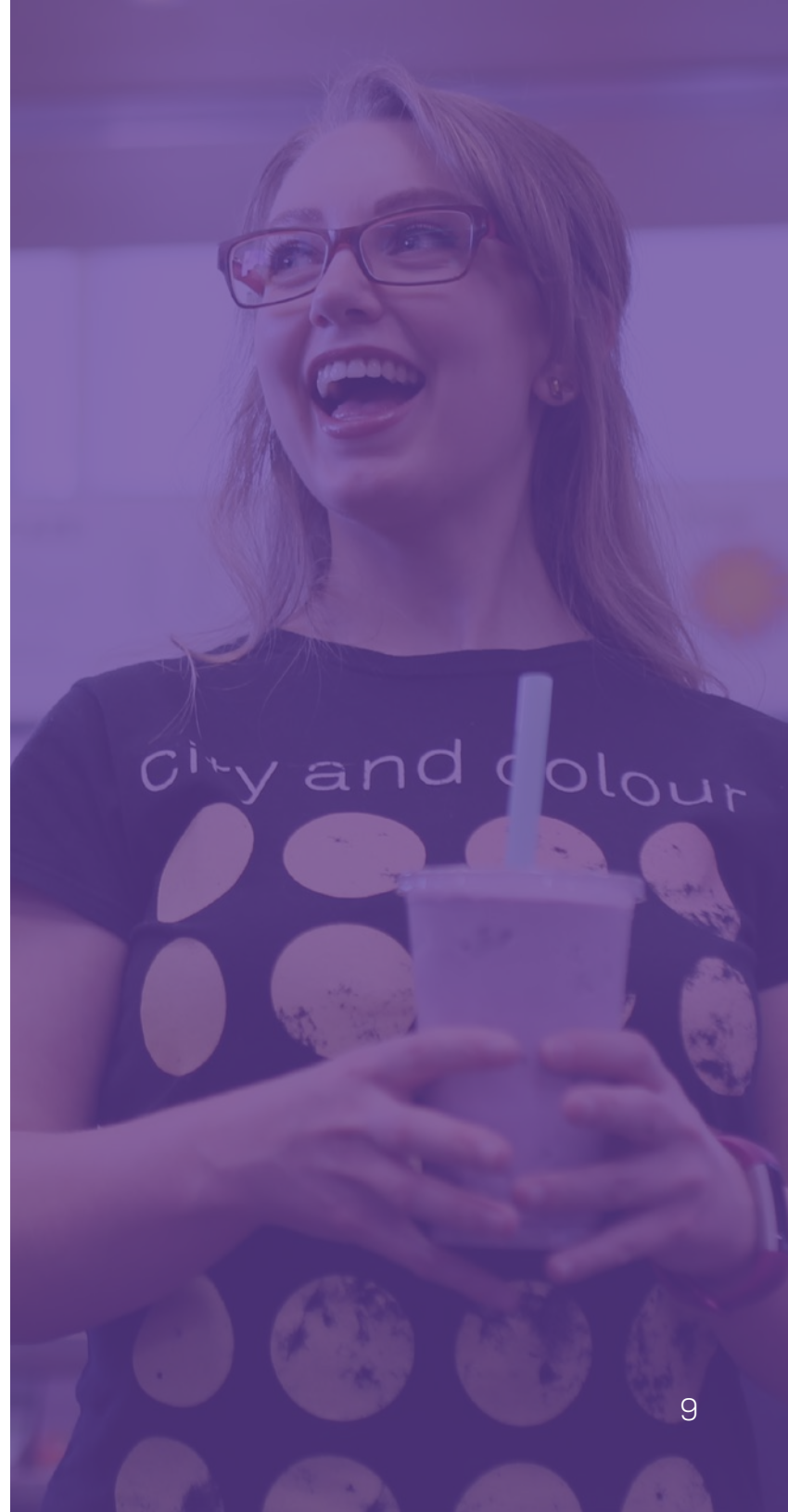


Station Market and Express

The summer of 2019 saw The Station Express go through a major **rebrand and renovation**. This resulted in the new open-concept operation seeing **improved traffic flow and increased sales** across the board.

Over the last two years the Station Market focused on giving back to the student community with **free sponsored prizes** being given away to students each semester. The prizes included:

- * a Guitarworks package
- * 1000+ Hemp Yeah Bars
- * 1000+ Kind Bars
- * 500+ Kettle Chips
- * 1000+ Monster beverages.



Entertainment

From Nov. 2019 - Nov. 2020 Saitsa hosted:

- * 46 entertainers across 15 live entertainment events
 - 51% of entertainers were Alberta based
 - 80% were Canadian based (incl. AB)
 - 19.5% internationally based

Non-entertainment-based events

- * Hosted 12 events (pre-COVID-19 closure) and over 30 virtual events (post-COVID-19 closure).
- * Dirty Bingo/Bingo continue to be, on average, the most attended non-concert-based event, both in-person and virtually.
- * The Asterisk – Saitsa's very own, student-hosted podcast was launched in 2020 and continues to release episodes each month.

Overall, Saitsa entertainment has seen a successful transition of engaging and interacting with student audiences in a virtual world.

[Saitsa.com/The-Asterisk](https://saitsa.com/The-Asterisk)





Operational Sale Highlights

Whether it's the Station Market's iconic hotdog, the new custom roasted coffee from the Odyssey Café, or a discounted lift ticket from our Saitsa Resource Centre – you can find a Saitsa sold product almost everywhere you go on campus. Here's a list of the most popular items from each of our operating locations.

Top 5 Selling Items:

The Gateway

1. Wednesday Taco Special (Daytime special)
2. Wednesday Chicken Wings (Evening special)
3. Chicken Fingers (Friday Special)
4. In House Beef Burger (Thursday Special)
5. Chicken Fingers (Regular Item)

The Odyssey

1. Loose Leaf Tea
2. Medium Drip Coffee
3. Double Americano
4. Danish
5. Large Drip Coffee

The Station Market

1. Hot Dog
2. Large Drip Coffee
3. Medium Drip Coffee
4. Breakfast Wrap
5. Coffee Refill

The Station Express

1. Hot Dog
2. Large Drip Coffee
3. Medium Drip Coffee
4. Coffee Refill
5. Muffin

The Saitsa Resource Centre

1. Lake Louise Lift Ticket
2. Fernie/Kickinghorse Lift Ticket
3. Sunshine Village Lift Ticket
4. Cineplex Movie Ticket
5. Nakiska/Kimberly Lift Ticket

The Saitsa Awards

- * **DC Fleming**
\$1000 | Tim Holowachuk
- * **JM Parker**
\$1000 | Alex Sutherland
- * **Therese Murray**
\$1000 | Kush Magotra
- * **Marcel Carpenter**
N/A | Art Kung
- * **Volunteer of the Year**
\$750 | Gregory Sands
- * **Club of the Year**
\$750 | The SAIT Beekeeping Club
- * **Club Grandstand**
\$250 | ATSA
- * **Emerging Club**
\$500 | The Outdoor Adventure Club
- * **Disruptor**
\$500 | Dylan Tolhurst
- * **Spirit**
\$500 | Liam Hunter
- * **Supporter**
\$500 | Misty Seastrom
- * **Apex**
\$500 | Laura McNeely
\$500 | Doris Marcela Pereira Reyes
\$500 | Jessica Dezall
\$500 | Richard Hoang
\$500 | Charlson Reyes
\$500 | Rigel Raju
\$500 | Helen Carolino
\$500 | Emily Connolly

Watch the virtual reception of the 2020 awards here:

[Saitsa.com/Awards/Videos](https://saitsa.com/Awards/Videos)



A Letter From the President

What a year it's been.

At the time of writing this letter, our wonderful SAIT Campus has been closed (for the majority of courses) for over 10 months, and it's looking like we will remain closed until at least the end of our Winter 2021 semester.

Graduation ceremonies were canceled, student events and concerts were postponed, our lives were completely changed, and yet our community has continued to thrive.

Saitsa has hosted hundreds of online events, seamlessly transitioned our regular scheduled programming digitally, and we've continually met with governments and stakeholder groups in order to help all students in need, and develop innovative solutions to the world of online learning.

We have stayed true to our mission of improving the student

experience through school spirit, student support, and advocacy. It's all thanks to our incredibly perseverant team of staff members and dedicated student leaders, who both continue to push our values forward to our student community.

This year has certainly not been easy, but we've unwaveringly worked together towards our common goal of student prosperity.

I am grateful for the immense support we receive from our community and students, and I look forward to continuing these relationships as we work together to ensure Saitsa continues to strive to be a leading students' association in the country.

Sincerely,

Ryan Morstad
President (2019-2021)

