



CUS **5-Year** Strategic Plan

# VISION 2030



THE UNIVERSITY  
OF BRITISH COLUMBIA



commerce  
undergraduate  
society

**UBC SAUDER**  
SCHOOL OF BUSINESS



# Land Acknowledgement

The Commerce Undergraduate Society (CUS) at the UBC Sauder School of Business operates on the traditional, ancestral, and unceded territory of the xʷməθkʷəy̓əm (Musqueam) people. We recognize and deeply respect the enduring relationship that the Musqueam Nation has with this land.

As we work toward our *Vision 2030*, we acknowledge our shared responsibility to learn from Indigenous perspectives, foster meaningful relationships, and integrate reconciliation into our initiatives. Through active listening, advocacy, and collaboration, we commit to creating a more inclusive and equitable environment for all members of the Sauder community.



## Cultural Guardians

By: Susan Point, Musqueam Coast Salish Artist

Adorning CPA Hall, this large-scale artwork was created by artist Susan Point with the help from her two sons, Brent Sparrow and Thomas Cannell, and with further assistance from Mervyn Child, Ron Dennessen, Dave Macdougall, and Scott Macdougall.

The theme of these art pieces was inspired by the multi-cultural diversity of the student body as well as faculty of the UBC Sauder School of Business.



# Message from the President

The CUS is more than an organization – it's a legacy. A legacy built by students who dared to push boundaries, challenge the status quo, and create lasting impact. As we unveil *Vision 2030*, we are not just setting goals – we are defining the future of our organization and reinforcing the foundation that will sustain us for years to come.

This plan is more than a roadmap; it is a catalyst. It is a commitment to push boundaries, to innovate beyond what we thought possible, and to create a CUS that thrives in an ever-changing world. From strengthening professional development opportunities to deepening our impact within the Sauder community, every initiative is designed with a purpose: to elevate the student experience and ensure that we remain at the forefront of excellence.



The CUS has grown tremendously over the years, built by students who dared to dream and took action to make it happen. Now, it's our turn. With *Vision 2030*, we are not just adapting to the future – we are shaping it.

I am incredibly proud of the collective effort that has gone into crafting this vision. To every student, leader, and collaborator who contributed: thank you. Your ideas, passion, and dedication fuel the CUS, and together, we will propel our organization to new heights. Let's build this future – together.

**Abeer Amir**

President, Commerce Undergraduate Society 2024/2025  
UBC Sauder School of Business





# Our Values



## Transparency

It's your student fees. You should know exactly how they're being used.



## Inclusivity

It's your second home. You should feel safe, included and welcomed.



## Empowerment

It's your Undergraduate Society. You should feel empowered to succeed in your own way.

# Our Mission

To enhance the value of the UBC Sauder School of Business Bachelor of Commerce degree while cultivating the



**personal, professional, and academic  
success of students.**



## Achievements

Conducted a thorough audit of all leadership position hiring posts through an EDI lens. Worked with the UGO and alumni of UBC Sauder working in the field of EDI to add reconciliation and EDI modules in the CUS Leadership Training Canvas Course.

Established the CUS First Generation Student Scholarship to provide monetary support for students who have demonstrated academic achievement and community service.



# Personal

## Objective 1

An inclusive, supportive environment where all Sauder undergraduate students feel a sense of belonging and are acknowledged and empowered.

- ➔ **Foster Diversity and Inclusion through continued expansion of EDI initiatives**  
Work with the CUS Equity & Inclusion Commission, Executive Council, Board of Directors, the UBC Sauder EDI Committee, and the AMS EDI groups to assess, and help overcome barriers in student experiences through surveys, focus groups and events.
- ➔ **Expand Recognition Opportunities for Sauder Undergraduate Students**  
Recognize outstanding student achievement through new and existing awards and acknowledgments through the CUS Awards Committee, further promote UBC Sauder UGO Awards and Scholarships, and expand new recognition opportunities that celebrate student achievements beyond leadership roles.

## Objective 2

Support systems and opportunities for undergraduate students to engage in personal development within and beyond Sauder.

- ➔ **Strengthen Long-term Volunteering Opportunities**  
Create and expand sustainable community engagement through Sauder Gives Back, Alumni Engagement, CUS Communications, and external organizations to ensure students can make meaningful contributions while gaining valuable experiences.
- ➔ **Increase Student Leadership Exposure and Opportunities**  
Strengthen hiring and networking resources to improve accessibility to leadership roles, ensuring students have clearer entry points to leadership will encourage more participation.

## Achievements

Commerce Connections, the CUS's mentorship program between senior and junior students, was rebranded and expanded to allow for more students to be paired up for mentorship and guidance.

New services were introduced to the CUS, Sauder Suits Up and Sauder Fashion and Retail Association, both providing students with leadership opportunities and filling in a gap in student needs.





# Professional

## Objective 1

**Robust network of business students, alumni, and industry professionals that fosters collaboration, enhances essential skills, and creates career opportunities for student workplace success.**

### ➔ **Advance the partnerships with CUS and Sauder Services to Expand the Recruitment Preparation Initiative**

Partner with CUS Services, CUS Affiliated Clubs, CLC, and BCC to organize a series of events or workshops specifically tailored for BCom students, incorporating direct feedback from Career Peer Advisors (CPAs) and BCC career strategists to enhance career readiness.

### ➔ **Facilitate career development opportunities through networking and skill-building events**

Host networking events with industry partners, Sauder faculty, and career peer advisors to provide guidance and information on career opportunities among different specializations.

## Achievements

Hosted over 30+ networking and career development opportunities with alumni through CUS Services and Affiliated Clubs.

Relaunched the Activate Conference partnership with the UGO to provide students with more learning and skill-building opportunities.

## Objective 2

**Global opportunities through mentorship programs and case competitions partnerships ensuring increased accessibility, transparency, and industry collaboration to enhance cross-cultural learning and career development.**

### ➔ **Strengthen Mentorship Programs with Alumni and Industry Leaders**

Expand mentorship initiatives that pair alumni with students to provide structured guidance throughout their undergraduate journey. This initiative will support students in making informed career decisions while fostering long-term professional relationships.

### ➔ **Improve Faculty Collaboration for Case Competition Growth**

Advocating for more case competition opportunities, enhancing transparency in selection processes, and fostering stronger faculty-student communication to increase participation and accessibility.

## Achievements

Partnered with UGO to create Caselab, an opportunity for students to gain insights and strategies for case competitions through workshops and a mock case competition.

Created Sauder Alumni Stories Unfiltered, a new event to bring in Sauder alumni to give current students guidance regarding nearly every aspect of a Sauder student's journey.







# Academic

## Objective 1

**Academic resources, services, and events that support diverse learning styles with access to tools that facilitate academic success.**

- ➔ **Increase academic resource accessibility through existing and new platforms**  
*Enhance access to academic resources by improving the CUS website's "Academics" tab, expanding promotion through LinkedIn and other platforms, and developing new tutorials, discussion boards, and step-by-step guides on key academic processes.*
- ➔ **Enhance collaboration between CUS academics and CLC stakeholders for more student learning initiatives**  
*Strengthen collaboration between Academic CUS Services and CLC workshops by integrating academic events, workshops, and student-led initiatives to provide comprehensive learning and skill-building opportunities.*

## Objective 2

**Create an open and transparent environment that allows students to voice their views and influence policy and advocacy for initiatives that enhance the educational experience.**

- ➔ **Enhance student feedback opportunities for student involvement and change**  
*Expand student feedback opportunities by enhancing the academic grievances form on the CUS website and creating a more active academic committee to systematically collect feedback and address student concerns, ensuring continuous improvement in academic support and resources.*
- ➔ **Strengthen student feedback partnerships to foster greater collaboration**  
*Strengthen academic advocacy by actively engaging the academic committee in discussions with the Sauder Academic Programs and Teaching Learning Committee (APTL), the AMS Academic Interfaculty Caucus, and other university bodies to push for student-driven improvements in academic policies and curriculum.*

## Achievements

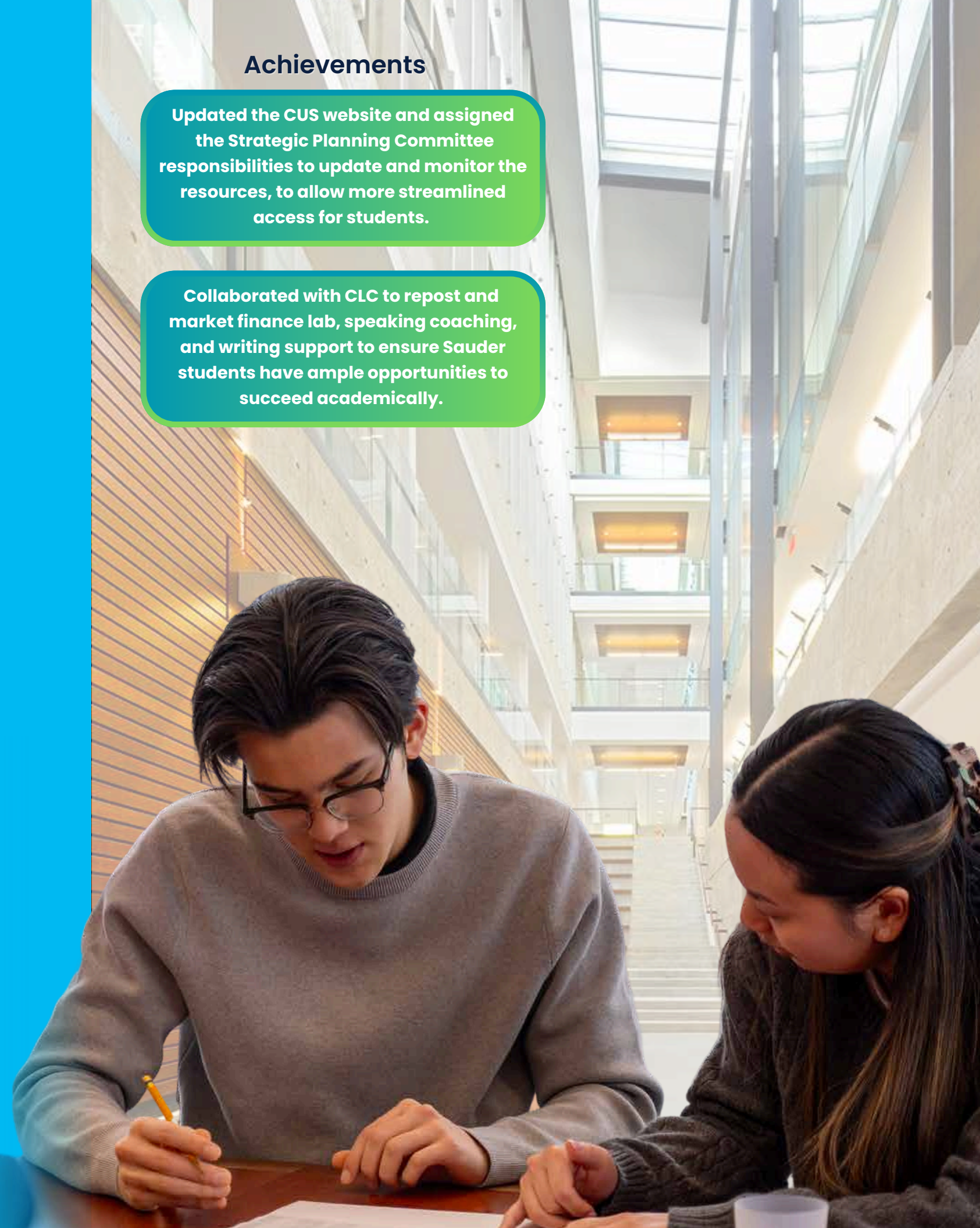
**Launched the Student Academic Grievances Form to expand student feedback opportunities to establish continuous improvement in academic support and resources.**

**Established the CUScholar Textbook Program to adequately collect data for advocacy with the Sauder Academic Programs and Teaching Learning Committee (APTL), the AMS Academic Interfaculty Caucus.**

## Achievements

**Updated the CUS website and assigned the Strategic Planning Committee responsibilities to update and monitor the resources, to allow more streamlined access for students.**

**Collaborated with CLC to repost and market finance lab, speaking coaching, and writing support to ensure Sauder students have ample opportunities to succeed academically.**







# At a Glance

## Our Values



**Transparency, Inclusivity and Empowerment**

## Our Mission



**Personal, Professional, and Academic Success of Students**

## Our Strategic Plan

### Objectives

- An inclusive, supportive environment where all Sauder undergraduate students feel a sense of belonging and are acknowledged and empowered.
- Support systems and opportunities for undergraduate students to engage in personal development within and beyond Sauder.
- Robust network of business students, alumni, and industry professionals that fosters collaboration, enhances essential skills, and creates career opportunities for student workplace success.
- Global opportunities through mentorship programs and case competitions partnerships ensuring increased accessibility, transparency, and industry collaboration to enhance cross-cultural learning and career development.
- Academic resources, services, and events that support diverse learning styles with access to tools that facilitate academic success.
- Create an open and transparent environment that allows students to voice their views and influence policy and advocacy for initiatives that enhance the educational experience.



# Behind Vision 2030➔

Strategic Planning Committee 2024/2025

September 2024 to April 2025, the Strategic Planning Committee was busy **brainstorming and collecting student feedback to help shape the next five years of the CUS.**

We listened, wrote it down, and now we're setting it in action. *Vision 2030.*



**Top Row (Left to Right):** Austin Cu, AVP External Affairs • Mark Trillo, Imprint Co-Chair  
Gongning Ma, HR Director • Helenna Swift, AVP Marketing & Communications  
Sara Yang, Commerce Community Chair • Davis Beauchamp, VP Finance  
Sidhant Bhardwaj, VP Internal Affairs • Sehan Malhotra, CUS Ombudsperson

**Bottom Row (Left to Right):** Justin Man, CUSVM Co-Chair • Vincent Mah, Admin & Logistics Director  
Gavin Fung, AMS Representative • Abeer Amir, CUS President • Victoria Sin, Commerce Night Chair  
Tristan Goteng, Member at Large • Ethan Ruggiero, Second Year Representative