

Strategic Outlook

Table of Contents.

01	Land Acknowledgement	02
02	Letter from the President	03
03	Who are We	04
	Mission	04
	Objective	04
	Organization Goals for 2024/25 Operating Year	04
04	Portfolio Visions	05
	Corporate Relations	06
	Strategic Priorities	
	Note from your VPCR	
	Student Life	07
	Strategic Priorities	
	Note from your VPSL	
	Professional Development	09
	Strategic Priorities	
	Note from your VPPD	
	Marketing	11
	Strategic Priorities	
	Note from your VPM	
	Internal	13
	Strategic Priorities	
	Note from your VPI	
	Finance	15
	Strategic Priorities	
	Note from your VPF	
05	Recognitions	16

Land Acknowledgement

The Sprott Business Student Society acknowledges that Carleton University campus which we operate on is the traditional, unceded territories of the Algonquin nation. **The Peoples of the Algonquin Nation have lived on this territory for millennia. Their culture and presence have nurtured and continue to nurture this Land.** As a Student run not for profit representing future leaders, members of the workforce and community members it is critical to reflect and decolonize our mindset and practices. We align and are guided by the Sprott School of Business's values of compassion, imagination and purpose, in which we find it is our duty to build inclusive environments and strive towards a sustainable future.





Letter From the President



This year, the Sprott Business Student Society is excited to build upon the work of previous councils, striving to set new standards and foster meaningful connections through our three core strategic objectives as an executive team. Firstly, we are committed to revitalizing the social fabric of the undergraduate Sprott community by creating accessible spaces and organizing events that cultivate a welcoming and inclusive environment. Secondly, we aim to enhance transparency in our relationship with the student body, ensuring that communication is clear, consistent, and responsive to the needs and concerns of our peers. Additionally, we are dedicated to strengthening our ties with alumni, faculty, staff, and external organizations. This will not only help us build a sustainable future but also ensure that we are deeply embedded within the broader community beyond Carleton University.

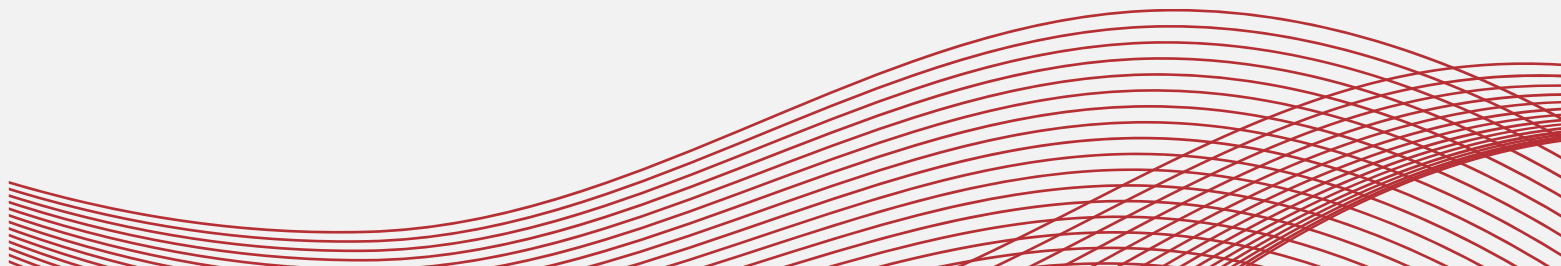
Our ultimate goal is to serve all Sprott students by creating opportunities and spaces that enrich their university experience. Whether it's through formal networking events or providing a comfortable and inviting space in our Nicol Building Lounge, we are committed to fostering an environment where

students can thrive academically, socially, and personally. We want to make sure you're getting the most out of your time here. We hope you feel the positive impact of our efforts and make some incredible lifelong memories within our Sprott community.

At the heart of everything we do is our team. We've got an amazing group—an executive team of 7, 27 directors, and around 25 committee members who will be joining us in September. I'm already blown away by the dedication, creativity, and passion I'm seeing as we gear up for the fall semester, and I can't wait to watch us all grow together, both personally and professionally, in the year ahead.

As we embark on this exciting journey, I am genuinely excited for a year full of fun, community engagement, and accountability to our community, especially my peers. I look forward to seeing you at our events, around campus, and in the classroom.

Sincerely,
Alexandra Lindell Lindblom (She/Her)
SBSS President 2024/2025



Who Are We

The Sprott Business Students Society is a non-soliciting not-for-profit organization that represents the undergraduate student body at the Sprott School of Business. We are completely run by students and have the central purpose of serving students.

Mission

Our mission is to facilitate an environment in which students are engaged in the university community and can further develop their social, professional, and academic skills needed to thrive in their future endeavors.



Objective

The SBSS strives to strengthen the sense of community within the school of business by providing opportunities that foster belonging and a more comprehensive learning experience through social, academic and professional venues.

Organization Goals for 2024/25 Operating Year

1. Reinvigorate the social fabric of the Undergraduate Sprott Students through providing more, approachable spaces and events, to create a welcoming environment.
2. Foster a transparent and open relationship with our student body through creating more avenues for feedback, hosting a strategic outlook consultation and creating an environment to which our leadership is approachable and accessible.
3. Building community relationships with alumni, staff and faculty as well as external organizations that promote our values and the strategic sustainability of the SBSS.

SBSS Portfolio

Visions for 2024/25



Isabelle Imoru
VP Corporate Relations



Monica Basso
VP Student Life



Julianna Koops
VP Professional Development



Lauren Noble
VP Marketing



Emily Pucci
VP Internal Relations



Ellie Moroz
VP Finance



Vice President Corporate Relations

Strategic Priorities

My main priority for the Corporate Relations portfolio this year is to create external partnerships that allow Sprott Students to develop their skills. I wish to create partnerships that are both monetary and non-monetary that would enable beneficial growth for both Sprott Students and Partners:

- Creating Long-term partnerships with sponsors that can be passed on year after year.
- Diversifying our external partnerships - more marketing, international business etc. companies.
- Gain more financial support for our events to allow for more community-building events and collaborations.



**Isabelle
Imoru**

She/Her

“ Note from your VPCR

I am beyond grateful for the opportunity to be your VP of Corporate Relations. This is my third year on the SBSS and in my final year here at Sprott, I am very excited to step into this role. This role allows me to bridge the gap between our student society and the corporate world, fostering relationships that will hopefully provide invaluable experiences and insights for our members.

This year, I hope to enhance our engagement with industry leaders, secure impactful partnerships, and help organize events that will enrich our professional network. I am looking forward to collaborating with my fellow executive members to create a dynamic and resourceful environment for all our community!

Sincerely,
Isabelle Imoru
SBSS VPCR 2024/2025



Vice President Student Life

Strategic Priorities

My main vision for the Student Life portfolio this year is to create events that foster a sense of community within every student who attends them. By creating an inclusive environment at every event where each student feels welcomed and comfortable we will be able to bring students what they want to see.



**Monica
Basso**
She/Her

List of events:



- Fall Social Event: increasing student attendance.
- Fall Charity Event: increasing donations and fundraising more.
- Fall Athletics Event: hoping to ensure everybody can feel included.
- Fall International Event: increasing the international student engagement.
- Charity Golf Tournament: wanting to increase student involvement by incentivizing students to come through sponsorships with businesses as well as networking opportunities.
- Student Appreciation Week: utilizing every director in the Student Life portfolio to ensure we are reaching a greater number of students.
- Sprott vs. Telfer Hockey Game: Growing more spirit within Sprott to foster a larger sense of community.
- International Student Ski Trip: doubling the number of students in attendance to ensure everyone who isn't going home for reading week will have an enjoyable week.
- 5 Days for 5 Days: growing support from everyone in Sprott to promote our cause even larger.
- Relay for Life: beginning our campaign much earlier to ensure we can get a full number of representatives to attend the evening and support the cause.

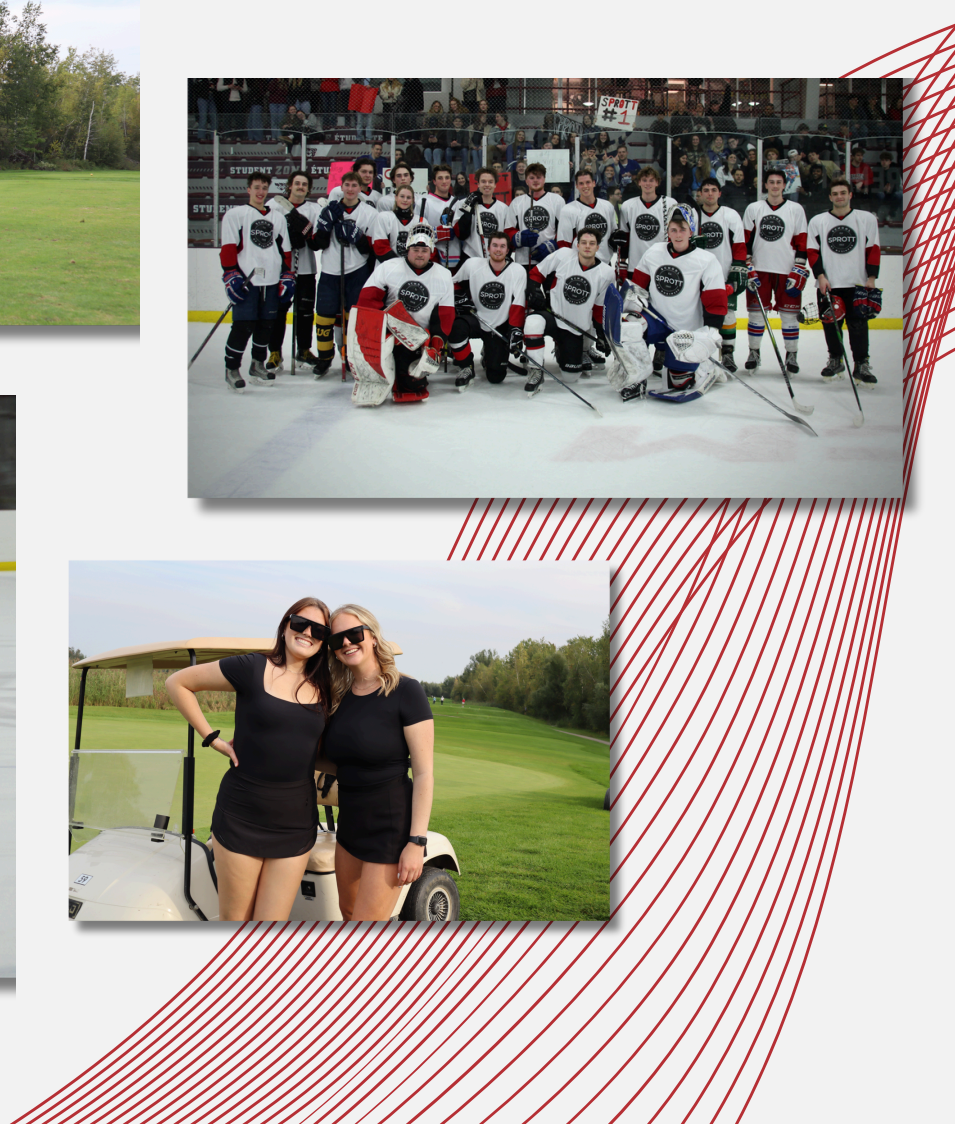
“ Note from your **VPSL**

I am truly grateful to be this year's VP Student Life on the SBSS. This role comes with immense responsibility and dedication to the Sprott student body. As the VP of Student Life, my goal is to lead a team dedicated to creating events that truly represent and include every Sprott student. Throughout the year, our events will be designed with inclusivity at their core, ensuring that all voices are heard and valued.

We are committed to making sure that your input and opinions are essential to every decision we make. Throughout the entire Student Life team including the Social Director, Athletics Director, Charity Director, and International Student Representative, we will strive to make sure everyone in the Sprott community feels connected and engaged.

We're excited to share these experiences with you and look forward to making this year unforgettable!

Sincerely,
Monica Basso
 SBSS VPSL 2024/2025



Vice President Professional Development



**Julianna
Koops**

She/Her



Strategic Priorities

My portfolio's strategic priorities focus on enhancing the overall student experience by increasing engagement, fostering inclusivity, and ensuring substantial benefits for attendees at events. Firstly, I aim to boost student engagement by offering a diverse selection of events and activities tailored to various interests and needs, encouraging participation within the Sprott community. Creating an inclusive environment is crucial; I strive to ensure that every event is welcoming and accessible to all students. This includes implementing events into my portfolio based on Corporate Social Responsibility (CSR) practices. Lastly, I want students to feel that attending our events is genuinely beneficial, whether through personal development, network opportunities, or simply having a good time. By focusing on these priorities, I aim to create a supportive, inclusive, and engaging community for all Sprott students.

List of Events:

- Annual SBSS Business Banquet: Wanting to increase attendance and participation from the Sprott student body, make sure that the sponsors and business professionals that attend have an impact on students, meaningful keynote speakers, and ensure that students feel comfortable to network and make connections.
- Fall ICC: Increase engagement, partner with JDCC or ACE potentially, gain more interest from younger year students.
- Office Crawls: Implement a downtown Ottawa office crawl, work with KNBA again to do the Kanata Tech Park Crawl.
- Sprott SWITCH: Increase engagement even more, ensure keynote speakers are meaningful, allow for more networking opportunities.
- Study Sessions: Ensure we are hosting more study sessions during final seasons.
- Casual Group Study: Looking to host casual study sessions weekly, where students can come in, work on their school, meet other Sprotties, and offer snacks and drinks!

“ Note from your **VPPD**

Coming back as VP Professional Development for another year is truly an amazing opportunity. I have set several goals for myself and my portfolio this year that I want to reach and be able to make events improve even more from last year. As my portfolio is super event planning focused, my goals include generating more participation, creating more opportunities for students to network and make meaningful connections with the business community, and allowing my events to be a safe environment for all students. I am super excited for what the future holds and can not wait to be doing it with such an amazing team by my side!

Sincerely,
Julianna Koops
SBSS VPPD 2024/2025



Vice President Marketing

Strategic Priorities

As this year's VP Marketing, my main goal is to improve the overall organization and communication structure. I hope to improve our marketing processes, conduct two merch launches, further develop connections between the SBSS and Sprott students, staff and alumni on both our social media channels and in-person events, and be more active with our audience on our social media platforms to increase the visibility of the SBSS.

I aim to achieve these goals by:

- Fostering meaningful relationships with staff, students and alumni through various in-person marketing and networking events.
- Encouraging the use of social media to foster meaningful connections to make Sprott students feel connected to the community SBSS brings.
- Increasing the overall shareability of our promotional materials through the use of various social media and in-person marketing tactics for increased visibility.
- Diversifying the communication channels to reflect the current needs of the students and other Sprott clubs.
- Restructuring the brand image to reflect who the SBSS and the students are now in present time.
- Ensuring SBSS content reflects the students current needs and wants, in other words aesthetic.
- Solidifying posting and promotional schedules through the increased use of SOPs for each director and a VPM SOP, a posting cadence and a shared calendar to stay consistent and organized.



**Lauren
Noble**

She/Her



“ Note from your **VPM**

Over my last few years at Sprott, and being part of the Marketing Portfolio on the SBSS, I was captivated by not only the opportunities students can embark on, but also how positive and vibrant the community is at Sprott.

My vision as VP Marketing is to revamp the Marketing Portfolio, provide as much creative freedom to my directors as possible, give students a platform to collaborate, engage and interact with others and to market our events and initiatives with creativity and enthusiasm. I hope this year we can expand our reach on various platforms across alumni, faculty and students in an effort to join together and build meaningful connections, thus contributing to the vibrant community Sprott has to offer.

Sincerely,
Lauren Noble
 SBSS VPM 2024/2025



Vice President Internal



**Emily
Pucci**
She/Her



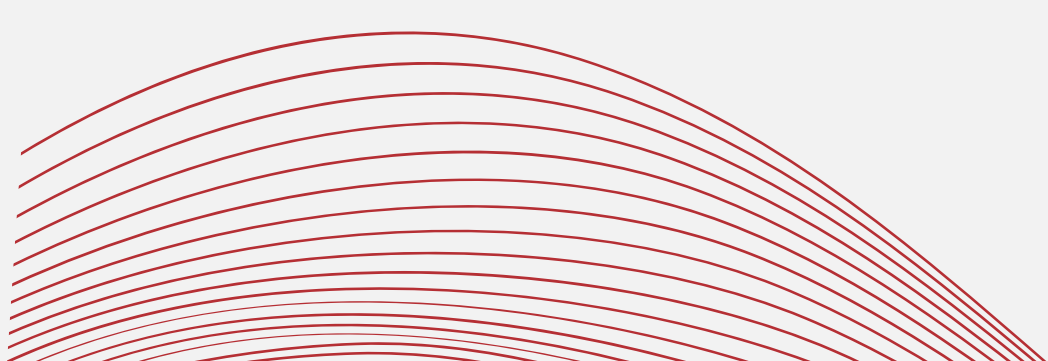
Strategic Priorities

My vision as VPI is to inspire collaboration. I believe that by working together as one team we can produce the greatest impact on the Sprott community, and achieve more than we ever have before. To me this means gaining feedback from Sprott students, working closely with faculty, providing aids, support and collaboration opportunities to the SBSS umbrella clubs, and ensuring each portfolio on council is on one page.

Operationally I aim to streamline processes, create procedures, and ensure organization and efficiency this year, paving the way for the future success of the SBSS.

In recent years the SBSS has placed a greater emphasis on the importance of EDI. I aim to continue this trajectory and create an inclusive and welcoming environment for all Sprott members. My goals are to continue to improve EDI Practices within council, as well as promote the use of EDI practice to our SBSS Affiliated clubs.

Providing support to our clubs is also a top priority for me this year. I hope to provide them with the resources and support they need to be successful this year. I aim to provide training, and support from the SBSS executive team to the clubs, as well as promote collaboration across all of SBSS. Finally Making the Clubs room more available to clubs, and streamlining the clubs room booking to provide clubs with an easily accessible space to hold events.



“ Note from your **VPI**

As VP internal I am excited to be able to connect with so many amazing students, and community leaders. I look forward to learning, collaborating, and supporting each other throughout this year. I am enthusiastic about the upcoming year and motivated by the opportunity to serve the Sprott community with the support of my fellow executives, the Internal team, and all of the student council, and club members as one big team.

Sincerely,
Emily Pucci
SBSS VPI 2024/2025



Vice President Finance

Strategic Priorities

My vision as VP Finance is to transform the Finance portfolio, bringing our efforts and value to the forefront of SBSS, cultivating deeper connections with Sprott clubs and the student body. I hope to expand our reach and impact through financial empowerment and opportunities. My goal is to become a resource to every Sprott student on their journey to personal, professional, and academic success. I aim to achieve this through the following:

- Maintaining financial accountability to promote transparency through diligent audit controls, financial reporting, and our budget.
- Foster stronger relationships with Sprott clubs through regular meetings and communication.

Support Sprott students by running a financial literacy workshop and being an accessible resource both online and in-person.



**Ellie
Moroz**

She/Her

“ Note from your VPF

Returning to SBSS for a second year, I am excited to be a part of a motivated team, dedicated to the Sprott community. Through increased collaboration with Sprott clubs and higher engagement with Sprott students, I am looking forward to this exciting year!

Sincerely,
Ellie Moroz
SBSS VPF 2024/2025



Recognitions

We would like to recognize that all we do at SBSS would not be possible without our driven team of directors and soon to join us committee members. The caliber of our directors this year is impressive, and the executive team is excited to see all that we will accomplish as a council.

We would also like to thank the Staff and Faculty at Sprott School of Business, it's a privilege to have support and encouragement from Sprott. Having a strong partnership in providing an exceptional experience for students here in our community is an honor.

Finally, we would like to recognize our national partners at Canadian Association of Business Students. Many of our ability to evolve and grow year after year, come from the inspiring meetings and conversations they facilitate with fellow Business Student Association leaders across the country.



Carleton
University

Sprott
School of Business

