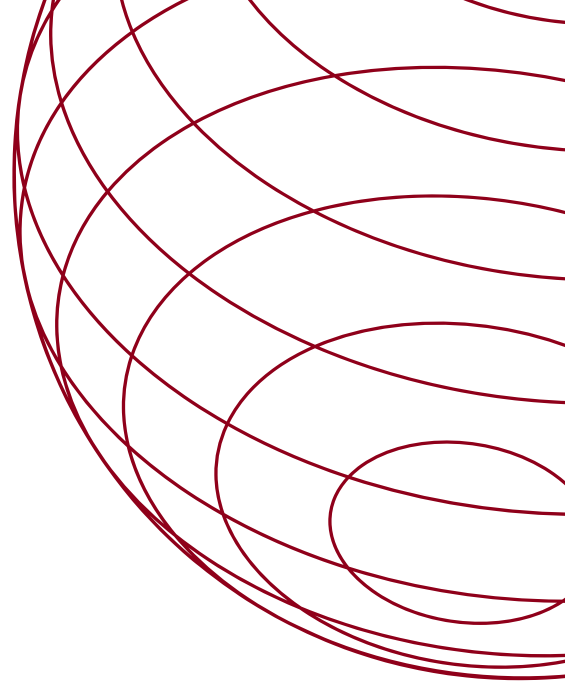


# AETSA

ASSOCIATION ÉTUDIANTE TELFER STUDENTS' ASSOCIATION



TELFER STUDENTS' ASSOCIATION'S

# ANNUAL REPORT

2025 - 2026



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# PRESIDENT'S MESSAGE

Building on the momentum of the previous year, the 2025–2026 term was focused on continuity, growth, and long-term impact. Many new initiatives and events were launched last year, and this year our goal was clear: to strengthen what had already been built, refine our processes, and ensure that these initiatives were not one-time successes, but sustainable initiatives that will continue to serve Telfer students for years to come.

Throughout the year, the Telfer Students' Association remained committed to enhancing the student experience in meaningful and inclusive ways. At the center of this work were Telfer students and the clubs that shape our community. By supporting leadership development, collaboration, and engagement across portfolios, AETSA continued to create opportunities for students to connect, grow, and thrive both inside and outside the classroom.

This year, AETSA supported the delivery of over 50 events, scholarships, and equity initiatives, and strengthened access to academic, professional, and social events. From professional development workshops and scholarship growth to large-scale social events and consistent student outreach, each initiative reflected our focus on accessibility, student impact, and long-term value.

Equity, diversity, and inclusion remained a central priority across all areas of the Association. Through targeted funding, mandatory training, workshops, and newly developed resources, AETSA worked to reduce barriers to participation and create a community where students felt supported and represented. These efforts were reinforced through continued bilingual engagement and intentional outreach to diverse student populations.

The progress achieved this year would not have been possible without a dedicated and collaborative executive team. I extend my sincere thanks to Prionty, Carly, Danielle, Justine, Liam, Gigi, and Camryn for their leadership, commitment, and consistency throughout the year. Their work, alongside that of our directors, ensured that initiatives were delivered thoughtfully and that the needs of the student body remained at the forefront of our decision-making.

As the year comes to a close, this report reflects more than a summary of activities, it represents a strong, resilient, and engaged community. AETSA is proud of the progress made this year and confident that the foundations strengthened throughout the term will continue to support future leaders and students.

Thank you to all those who contributed to making the 2025–2026 year one of growth, collaboration, and lasting impact for the Telfer Students' Association.

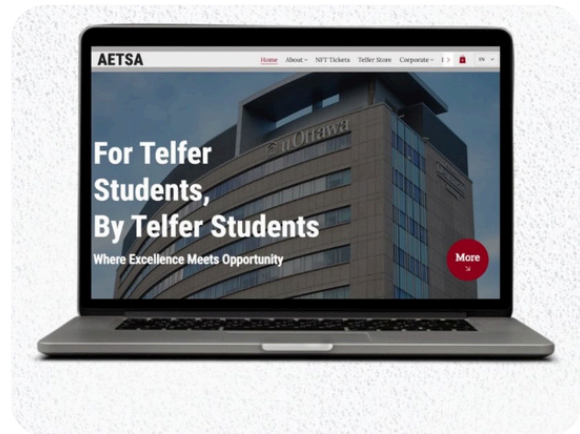
Sincerely,  
Eden Nowiski



# NEW INITIATIVES

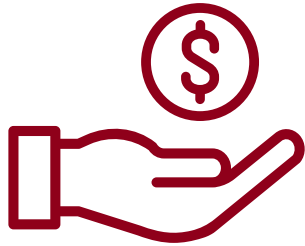


<b>Moore's Dress for Success Workshop</b>	<b>EDI Resource Handbook</b>	<b>Women in Finance Panel with RBC GAM</b>
<b>AETSA Event Calendar</b>	<b>Implementation of Free Food Alert platform</b>	<b>\$6,000 in additional AETSA scholarships</b>
<b>Website Redesign</b>	<b>Additions to the discount program</b>	<b>New EDI workshops</b>



# FAST FACTS

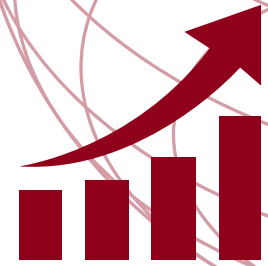
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**\$120K IN CLUB FUNDING**



**1.7K+ STUDENT ATTENDANCE**



**2.6M+ VIEWS ON OUR SOCIAL MEDIA**

Our VP Marketing won **Exec All-Star** at CABS

**\$43K+**  
Given in Scholarships

**150K+**  
Accounts Reached on Instagram

**1.2K+**  
Students at Student Appreciation Days

**13.5K+**  
Monthly Website Visits

**\$23K+**  
Allocated from Equity and Case Competition Fund

**720+**  
Office Hours Completed

# ACADEMICS



## PROFESSIONAL DEVELOPMENT SERIES

- 150+ professional headshots provided to Telfer students
- Sold-out LinkedIn & Resume Workshop with expert guest speaker
- 50+ students participated in Office Tours
- 3 offices were visited, including:
  - Bank of Canada
  - Export Development Canada (EDC)
  - EY

## STUDENT APPRECIATION DAYS

AETSA offers bi-weekly treats in our lounge to show appreciation to the Telfer students

- 1,200+ students attended
- 10+ Student Appreciation Days (sold out)
- Strengthened community presence through consistent monthly outreach

## SCHOLARSHIPS

- \$6,000+ in new scholarships added
- Launched 2 new awards:
  - *Aara Invest - Women in Business*
  - *The Lennox Award for Entrepreneurial Leadership & Community Impact*
- \$28K in AETSA Academics scholarships
- \$15K in Telfer Faculty scholarships
- \$43K+ total in scholarships allocated
- Expanded and strengthened overall scholarship portfolio

## SEMAINE DE LA FRANCOPHONIE

- 3 events
- 50+ students in attendance
- Continued commitment to bilingual engagement within Telfer

## ANNUAL GENERAL MEETINGS

- Fall and Winter AGM
- 200+ Students in Attendance

# CLUBS AND CORPORATE

## Clubs:

### PRESIDENT ROUNDTABLES + MEETINGS

- Monthly Presidents' Roundtables
- 1-on-1 meetings between AETSA's VP Clubs and each club president to maintain open communication

### CLUB OLYMPICS

- Expanded participation and improved the structure

### CLUBS' GALA

- 20+ awarded students for extraordinary leadership and commitment to Telfer community
- 230+ participants with all clubs represented

### SUSTAINABILITY INITIATIVE

- Introduced mandatory implementation of the Free Food Alert platform for all Telfer clubs

### 1 NEW PROBATIONARY CLUB THIS YEAR - BIPOC BUSINESS SOCIETY



## Corporate:

### PARTNERSHIPS

- 6 Official Sponsors
- 9 Official Discount Program Partners

### EVENTS

- Moore's Dress for Success Workshop

### DESJARDINS WORKSHOPS

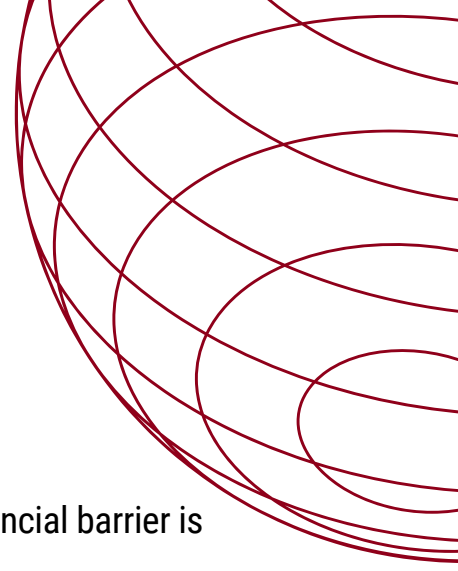
- 2 financial workshops hosted
- 60+ students attended

### ACCOMPLISHMENTS

- Diversification of the discount program company portfolio to new industries
- \$6,000 additional AETSA scholarships
- \$20K+ in sponsorship revenue



# EQUITY, DIVERSITY AND INCLUSION



## EDI FUNDS

### Equity Fund:

- Provides students with the opportunity to attend a Telfer event if a financial barrier is preventing them from attending
  - Allocated \$7,500 in funding

### Case Competition Fund:

- Provides students with the opportunity to attend a case competition if a financial barrier is preventing them from attending
  - Allocated \$15,000 in funds

Over 20 meetings were held in order to fairly allocate all the funds.

- 160+ applicants

## EDI WORKSHOPS + EVENTS

### ASL Workshop:

- Second annual Basic ASL workshop event
- Partnered with the uOttawa Access Ability Club and ASL uOttawa
- 25+ attendees

### Sexual Harassment and Violence Workshop:

- Mandatory for Club Executives and Presidents, in partnership with the Human Rights Office
- 400+ attendees

### Focus Groups:

- International Students Focus Group
- Women in Business Focus Group
- Black History Month Focus Group

## EDI HANDBOOK - NEW INITIATIVE!

- A curated list of resources for students to use
- 50+ resources available (and adding more!)



# FINANCE

## NETWORKING FOR TOMORROW

An event designed for eager students to have speed networking sessions with professionals. NFT was a huge success this year with:

- 98 students
- 48 professionals
- 17 companies
- 162 networking receptions
- 5+ jobs were received from the event
- A 4.8/5 event rating from feedback received from students and professionals who attended



## FINANCE ROUNDTABLES

- AETSA's Finance team and the VP Finance from each club meet 3x per year to discuss budgets, audits, and any other relevant financial information.

## AUDITS

- 3 audits completed per club
- Submitted 2 UOSU audits

## 2025-2026 BUDGET

- \$120K in Club Funding
- 15% decrease in 101-Week expenses
- \$600+ raised and donated for philanthropic causes
- \$23,000 distributed through the Equity and Case Competition fund
- \$28,000 distributed through AETSA scholarships
  - \$6,000 increase from last year
- \$5,000 in revenue from Telfer Store launch



# INTERNAL AND MARKETING

## Internal:



### HIRING:

- 2 rounds of hiring
- 250 applicants and 80 interviews

### MEETINGS:

- 11 General Meetings
- 45+ weekly Executive meetings

### OFFICE HOURS:

- 30 office hours per week – 720 total hours

### TELFER STORE:

- 100+ items sold

## Marketing:

- Strengthened brand consistency across all major communication channels.
- Developed structured marketing campaigns for major events to increase awareness and attendance.
- Strategically rebranded and redesigned the official website to improve user experience, clarity, and alignment with AETSA's identity.
- Highlighted sponsors and partners more intentionally and visually consistently to increase their visibility.
- Supported over 15 affiliated clubs through cross-promotion, reposts, and collaborative initiatives.



**4.1K+** FOLLOWERS AND **128K+**  
ACCOUNTS REACHED



**1K+** FOLLOWERS AND **25K+** IMPRESSIONS

# SOCIAL

## 101-WEEK

Our biggest event of the year; AETSA's welcome week for incoming first-year Telfer students, with a mix of fun and professional activities

- 20 activities/events
- 400 students participated
- \$13K under budget
- 15% cheaper than the previous week



## TELFER SKIS

- Sold out
- 54 students had the chance to spend the weekend skiing at Mont-Tremblant!

## TELFER FORMAL

- 200+ students attended
- 15+ awards given

## PHILANTHROPIC INITIATIVES

- **Bake Sale**
  - All proceeds went to the Movember foundation
- **Valentine's Day Candy Grams**
  - All proceeds went to Immigrant Women Services Ottawa
- **Telfer vs Sprott Charity Hockey Game**
  - All proceeds went to Breakthrough T1D Canada, in support of Type 1 Diabetes

**Raised over \$600 for charity!**



# PHOTOS



# 2025-2026 TEAM

## ACADEMICS PORTFOLIO

**VP ACADEMICS:** PRIONTY  
CHOWDHURY

**DIRECTOR OF ACADEMICS:** ELLA  
KISS-LAWLOR

**DIRECTOR OF PROFESSIONAL  
AFFAIRS:** MERYEM MEKKID

**DIRECTOR OF INTERNATIONAL  
STUDENT RELATIONS:** ISRA  
SAJWANI

**DIRECTOR OF FRANCOPHONE  
AFFAIRS:** SOULEIKA ABDI-  
NASSIR

## PRESIDENTIAL PORTFOLIO

**PRESIDENT:** EDEN NOWISKI  
**DIRECTOR OF PRESIDENTIAL  
AFFAIRS:** JANIE GOSSELIN

## INTERNAL PORTFOLIO

**VP INTERNAL:** ARDYN HARDY  
**DIRECTOR OF HUMAN  
RESOURCES:** RILEY MCDONALD

**DIRECTOR OF INTERNAL  
AFFAIRS:** JENNA SABOURIN  
**FIRST-YEAR REPRESENTATIVE:**  
ADRIAN DELIC DE SOUZA  
**FIRST-YEAR REPRESENTATIVE:**  
ARLIE MULLIGAN

## FINANCE PORTFOLIO

**VP FINANCE:** LIAM MORDEN  
**DIRECTOR OF FINANCE:** SIMON  
SHAHABI

**DIRECTOR OF FINANCE:**  
SPENCER GRAYDON  
**DIRECTOR OF FINANCE:** NOAH  
CADIGAN  
**DIRECTOR OF FINANCE:** KARINA  
VIKTOR

## EDI PORTFOLIO

**VP EDI:** JUSTINE BAZERLY  
**DIRECTOR OF EDI:** SAAHIR  
KIRMANI

**DIRECTOR OF EDI:** MANA SIVA  
**DIRECTOR OF EQUITY FUNDS:**  
ARMAAN KUMAR

## MARKETING PORTFOLIO

**VP MARKETING:** GIGI ADETUNJI  
**DIRECTOR OF CONTENT  
CREATION:** GRACE MORENIKEJI  
**DIRECTOR OF GRAPHIC DESIGN:**  
OLIVIA CAMERON  
**DIRECTOR OF SOCIAL MEDIA  
MANAGEMENT:** CAITLIN BUSBY

## CLUBS PORTFOLIO

**VP CLUBS:** CARLY HOWARD  
**DIRECTOR OF CLUB  
DEVELOPMENT:** SHANAZ SABIR  
**DIRECTOR OF CLUB EVENTS:**  
DIVIKA SOLANKI

## CORPORATE PORTFOLIO

**VP CORPORATE:** DANIELLE  
WILSON  
**DIRECTOR OF BUSINESS  
PARTNERSHIPS:** OWEN  
CUERRIER

**DIRECTOR OF CORPORATE  
RELATIONS:** THEA PETERS

## SOCIAL PORTFOLIO

**VP SOCIAL:** CAMRYN GOODWIN  
**DIRECTOR OF SOCIAL AFFAIRS:**  
ANNABELLE RICHARD  
**DIRECTOR OF PHILANTHROPY:**  
MAYA-JADE JEAN-CHARLES