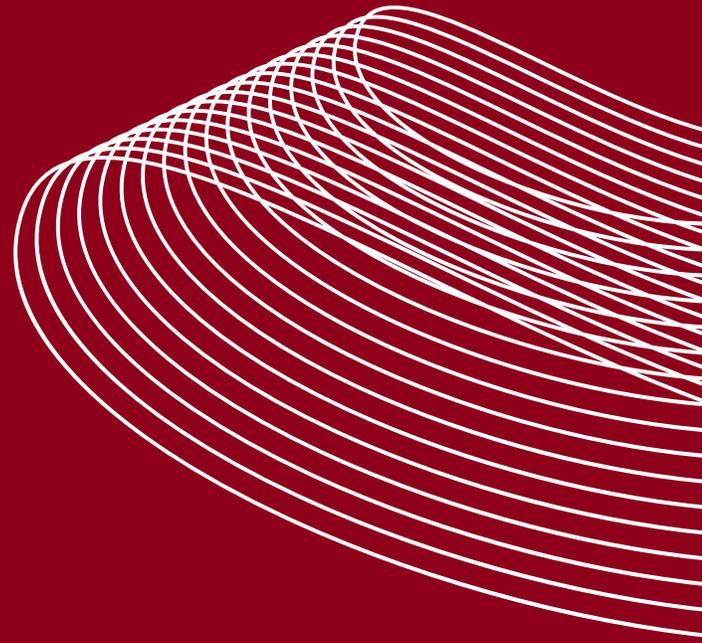


AETSA

ASSOCIATION ÉTUDIANTE TELFER STUDENTS' ASSOCIATION



TELFER STUDENTS' ASSOCIATION'S

ANNUAL REPORT

2024 - 2025





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PRESIDENT'S MESSAGE

Amaury BRUGEROLLE de FRAISSINETTE

Dear Telfer Community,

As we close the chapter on the incredible 2024-2025 year, I am filled with immense pride and gratitude for everything we have accomplished together. This year has been one of growth, innovation, and unwavering dedication, and I could not be more honoured to have served as the President of AETSA.

One of our most remarkable achievements was our ability to save \$80,000, ensuring financial sustainability for future years while continuing to provide meaningful opportunities for our students. This milestone reflects the hard work, and strategic planning of our entire team.

Beyond financial success, we also launched 10+ new initiatives, each designed to enhance the student experience, foster engagement, and create lasting impact within our community. From Networking for Tomorrow to the Discount Program, AETSA has truly evolved to better serve the needs of Telfer Students.

However, numbers alone do not define the success of AETSA. What truly made this year special was the opportunity to work alongside an exceptional group of individuals. The passion, creativity, and dedication of my team have been nothing short of amazing. Together, we have strengthened the foundation of AETSA and set a new standard for what is possible.

As I reflect on this journey, I am incredibly proud to have witnessed AETSA grow. We have built stronger connections, fostered a more vibrant community, and laid the groundwork for even greater success in the years to come.

To my team, and every student who engaged with AETSA this year – thank you. Your contributions, enthusiasm, and belief in our mission have made all the difference. I cannot wait to see how this association continues to thrive in the future.

Sincerely,
Amaury BRUGEROLLE de FRAISSINETTE



NEW INITIATIVES



Networking for Tomorrow	Discount Program	Telfer Store
Accessibility Workshop	Bilingual Bylaws	AETSA Rebrand
Annual Report	Club Olympics	Senators Student Tickets
Desjardins Financial Workshops	Volunteer Program	Audit manuals

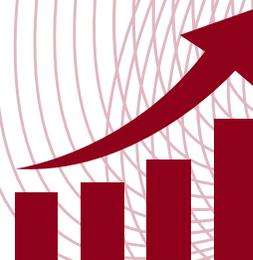
FAST FACTS



**\$80K+ SAVED FROM
PREVIOUS YEAR**



**2.5K+ STUDENT
ATTENDANCE**



**200K+ VIEWS ON
SOCIAL MEDIA**

SOLD OUT

Telfer Formal and Telfer Skis

732%

Increase in Instagram
Views in One Month

\$30K+

Given in Scholarships

1K+

Students at Student
Appreciation Days

2K+

Monthly Website Visits

\$20K+

Allocated from Equity and
Case Competition Fund

720+

Office Hours Completed

ACADEMICS



PROFESSIONAL DEVELOPMENT SERIES

- Over 150 students for professional headshots
- Sold out winter Networking Tours
- 200+ headshots
- 5 offices were visited including:
 - Bank of Canada
 - Export Development Canada
 - BDO
 - Scotiabank

DESJARDINS WORKSHOPS

- Financial workshops for international students
- 4 workshops completed
- 150+ students in attendance

ANNUAL GENERAL MEETINGS

- Fall and Winter AGM
- 200+ Students in Attendance

SCHOLARSHIPS

- \$14K in AETSA Academics scholarships
- \$15K in Telfer Faculty scholarships
- Around \$30K total in scholarships allocated
- \$45K allocated for Giving Tuesday
- New Scholarship Evaluation Process

STUDENT APPRECIATION DAYS

- AETSA offers monthly treats in our lounge to show appreciation to the Telfer students
- 1000+ students attended
 - 10+ Student Appreciation Days

SEMAINE DE LA FRANCOPHONIE

- 5 events
- 50+ students in attendance

CLUBS AND INTERNAL



Internal:



HIRING:

- 2 rounds of hiring
- 200 applicants + 80 interviews

MEETINGS:

- 11 monthly General Meetings
- 45+ weekly Executive meetings

OFFICE HOURS:

- 30 office hours per week – 720 total hours

TELFER STORE:

- 30+ orders in first round

Clubs:

PRESIDENT ROUNDTABLES + MEETINGS

- **Presidents' Roundtables**
 - 11 monthly PRTs
 - 25 participants with the president of each Telfer club
- **President Meetings**
 - 1-on-1 meetings between AETSA's VP Clubs and each club president

CLUB OLYMPICS

- A new initiative - a fun day of competition between Telfer clubs (13/17 clubs represented)

CLUBS' GALA

- 20+ awarded students for extraordinary leadership and commitment to Telfer community
- All clubs represented
- 250+ participants

1 NEW CLUB THIS YEAR - UOTTAWA REAL ESTATE CLUB



CORPORATE AND MARKETING

Corporate:



PARTNERSHIPS

- 6 official sponsors
- 9 partners

\$20K+ IN SPONSORSHIP SECURED

DISCOUNT PROGRAM:

Partnerships with business that provide discounts to Telfer students

- Up to 30% discounts on products and services such as food, retail, and wellness
- 7 Discount Program Partners

Marketing:

- Reestablished relations with the faculty's marketing department and successfully rebranded AETSA
- Successfully reintroduced LinkedIn presence with consistent monthly updates after a three-year hiatus
- Increased audience interaction with engaging short reels on Instagram
- Introduced monthly AETSA photo dumps
- Enhanced monthly newsletters to include diverse content beyond event promotion, incorporating wellbeing types and practical advice



3.5K+ FOLLOWERS



850+ FOLLOWERS



2K LIKES

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 \$10,000 in funds

Case Competition Fund:

- Provides students with the opportunity to attend a case competition if a financial barrier is preventing them from attending
 - Allocated \$12,500 in funds annually

Over 30 meetings were held in order to fairly allocate all the funds

- 168 applicants



EDI WORKSHOPS + EVENTS

ASL Workshop:

- First ever accessibility workshop to teach students the basics of ASL and accessibility essentials
- Partnered with the uOttawa Access Ability Club and the uOttawa Accomodation Center
- 90+ attendees

Sexual Harassment and Violence Workshop:

- Mandatory for Club Executives and Presidents but also open to Telfer students
- 200+ attendees

Womens' Pilates for Black History Month :

- Faculty collaboration
- 30 attendees



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:

- 81 students
- 40 professionals
- 10 companies
- 162 networking receptions
- 1 job received from the event
- A 4.5/5 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 and audits

AUDITS

- 3 audits completed per club
- Submitted 2 UOSU audits

2024-2025 BUDGET

- 17% increase in club funding (100K to 120K)
- \$25,000+ in sponsorship and savings from partner companies
- 35% decrease in 101-week expenses
- \$500+ raised and donated for Movember
- \$22,500 distributed through the Equity and Case Competition fund
- \$24,000 distributed through AETSA scholarships



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
- 40% turnout rate of all first year students

MOVEMBER

Hosted several events to fundraise for Movember :

- Bake Sale
- Bar Night
- Bingo

Raised over \$1000



TELFER SKIS

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



TELFER FORMAL

- Sold out
- 270 students attended
- 15+ awards given



WELLNESS WEEK

A series of events throughout the week to promote health and mindfulness, including:

- Therapy dogs
- Study sessions
- Nutrition Talks + Guided Meditation

TELFER VS. SPROTT HOCKEY GAME

Our Telfer hockey team faces our rivals, the Sprott School of Business team, for the 3rd year in a row!

PHOTOS





2024-2025 TEAM

ACADEMICS PORTFOLIO

VP ACADEMICS: EDEN NOWISKI
DIRECTOR OF ACADEMICS:
IÑIGO AQUINO
**DIRECTOR OF INTERNATIONAL
STUDENT RELATIONS:**
ISABELLA JIMENEZ
**DIRECTOR OF PROFESSIONAL
AFFAIRS:** YUE WU
**DIRECTOR OF FRANCOPHONE
AFFAIRS:** MARIE-EMMANUELLE
DIBY

PRESIDENTIAL PORTFOLIO

PRESIDENT: AMAURY BRUGEROLLE
DE FRAISSINETTE
**DIRECTOR OF PRESIDENTIAL
AFFAIRS:** JANIE GOSSELIN

FINANCE PORTFOLIO

VP FINANCE: SARA SABBAGH
SENIOR AUDITOR: SIMON
SHAHABI
SENIOR AUDITOR: LIAM MORDEN
JUNIOR AUDITOR: NOAH
CADIGAN
JUNIOR AUDITOR: SPENCER
GRAYDON
JUNIOR AUDITOR: TAREK RASSI

MARKETING PORTFOLIO

VP MARKETING: MATHILDE
GUIBORD
**DIRECTOR OF CONTENT
CREATION:** GIGI ADETUNJI
DIRECTOR OF GRAPHIC DESIGN:
CAMRYN GOODWIN
DIRECTOR OF SOCIAL MEDIA:
KANTO ANDRIANIRINA
**DIRECTOR OF WEBSITE
ADMINISTRATION:** GILLIAN
ROBERTS

EDI PORTFOLIO

VP EDI: SAMAR MOHAMED
AHMED
DIRECTOR OF EDI WORKSHOPS:
TAEJA OCTEAU
**DIRECTOR OF FUND
COMMITTEES:** EMILIA RAYCHEVA
DIRECTOR OF EDI: SAAHIR
KIRMANI

SOCIAL PORTFOLIO

VP SOCIAL: DANIELLE WILSON
DIRECTOR OF SOCIAL:
PRIONTY CHOWDHURY
TELFER SKIS COORDINATOR:
JUSTIN PILON
DIRECTOR OF PHILANTHROPY:
TANNISHA DOOKHOO

CORPORATE PORTFOLIO

VP CORPORATE: DARIA FURTAK
DIRECTOR OF CORPORATE:
ELISE LAMOTHE
DIRECTOR OF CORPORATE:
ZHENHAN SUN

INTERNAL PORTFOLIO

VP INTERNAL: ARDYN HARDY
**DIRECTOR OF HUMAN
RESOURCES:** JUSTINE BAZERLY

CLUBS PORTFOLIO

VP CLUBS: CHRISTIAN HENRY
DIRECTOR OF CLUBS: CARLY
HOWARD
DIRECTOR OF CLUB EVENTS:
ARIANNA DORDARI