

Constitution of “University of Toronto Engineering Students Consulting Association”

1. Name

The official name of this recognized campus group is “University of Toronto Engineering Students Consulting Association”

The acronym or abbreviation of this group is: UTESCA

2. Purpose and Objectives

The goal of University of Toronto Engineering Students Consulting Association is to encourage and foster student interest in the practice and profession of engineering and management consulting. The organization’s focus is to provide professional opportunities for student consultants to learn about the industries, and to apply engineering principles to real world problems in the community.

At UTESCA, our mission is to:

- Provide students with insights into the landscape and principles of engineering and management consulting
- Offer hands-on consulting and professional development opportunities for students
- Demonstrate the application of classroom learning from different types of engineering streams onto real-life industry problems
- Complement classroom education with out-of-class technical and non-technical skills for professional settings

To accomplish this mission, UTESCA focuses on two types of engagements:

- **Client Projects**
Students are recruited in teams and presented with projects from professional and academic clients. They are also matched with industry advisors to guide them through various checkpoints in their project. Depending on the client requirements, these engagements will conclude with a final presentation and the submission of all final deliverables to the client and UTESCA members.
- **Professional Development Events**
UTESCA hosts several types of professional development events with consulting firms and firm representatives in both engineering and management consulting. These events range from **career exploration opportunities** like panel discussions to **technical skill building workshops** to **professional development opportunities** like case competitions to **networking mixers** facilitating students’ recruitment in engineering and management consulting.

3. Membership

Executive members with voting privileges shall be currently registered students of the University of Toronto.

Membership to the group is open to all the University of Toronto members (students, staff, faculty and alumni). Members will be accepted based on a formal recruitment process organized as per the requirements of the clubs' departments and projects in that cycle. The recruitment process shall not make any discriminations on the basis of name, gender, sex, caste, creed, religion, background, race or any other grounds as directed by the Ontario Human Rights Code's Prohibited Grounds of Discrimination. U of T members are permitted to run, nominate, and vote in elections and constitutional amendments.

Staff, faculty, or alumni members may hold non-voting executive positions. These nonvoting executive positions shall be limited to a maximum of one (1) or ten per cent (10%) of the full executive body, whichever is greatest. Persons holding these nonvoting executive positions cannot serve as an officer (including financial signing officer) or contact person of the Student Group.

Non-voting membership may be extended to interested staff, faculty, and alumni, or persons from outside the University, without restriction on those grounds outlined by the Ontario Human Rights Code's Prohibited Grounds of Discrimination. However, these members do not hold the aforementioned rights. Members must register with a designated executive by submitting their full name and a valid email address.

There are no membership fees associated with joining the club.

For recognition by the University of Toronto Students' Union (UTSU), the group must maintain a minimum of 30 members, a total of 51% of membership are UTSU members. The group must also maintain recognition from the Office of Student Life. These requirements are subject to change and should be checked with UTSU annually to ensure qualifications are met.

4. Executive List and Duties

The executive committee shall comprise sixteen (16) elected officers. These include two (2) Co-Presidents, one (1) Vice President of Corporate Relations, three (3) Corporate Relations Directors, one (1) Vice President of Internal Engagement, two (2) Internal Engagements Directors, one (1) Vice President of Media, two (2) Media Directors, one to two (1-2) Graphics Designers, one (1) Engagement Specialist, one to two (1-2) Webmasters, and one (1) Vice President of Finance.

Co-Presidents (two (2) seats)

- Oversee the operations, management and success of the group
- Be the spokesperson for the club
- Hold signing officer authority along with the Vice President of Finance for financial purposes
- Preside over board meetings as well as general meetings
- Ensure transition of office to the future Executives

- Overseeing various committees (such as marketing, events, student groups)
- Ensuring that all the activities of the club meet regulations and policies of the University of Toronto
 - Act as the group's contact person for ULife related matters

Additional responsibilities may include:

- Coordinating organizational recruitment efforts
- Ensuring that the problem statements for each engagement are tailored to the requirements set by UTESCA

Vice-President of Corporate Relations (one (1) seat)

- Formulate strategy and timeline to secure consulting projects for UTESCA
- Organize weekly or biweekly meetings with Corporate Relations Directors
- Prepare client outreach material in liaison with Corporate Relations Directors
- Negotiate engagement terms and scope of work with individual clients
- Secure advisors for consulting projects
- Execute student associate recruitment drive for finalized consulting projects
 - Includes shortlisting resumes, scheduling & conducting interviews, and finalizing student associates
- Organize and conduct Kick-off, Midterm and Final Presentations with all student teams
 - Includes scheduling, invitation, slide deck and moderation logistics
- Support Corporate Relations Directors in the execution of individual tasks as required

Corporate Relations Directors (three (3) seats)

- Prepare client outreach material in liaison with VP of Corporate Relations
- Attend weekly or biweekly meetings with other Corporate Relations executives
- Outreach to potential clients and advisors using different channels including UofT Engineering Connect, LinkedIn (personal or UTESCA), cold calling and email.
- Execute student associate recruitment drive for finalized consulting projects
 - Includes shortlisting resumes, scheduling & conducting interviews, and finalizing student associates
- Maintain relationships with Clients, Advisors and student team by conducting monthly check ins
 - Includes setting up meetings and location with clients, advisors and student team
 - Includes communication via email, survey and in-person/online meetings
- Organize and conduct Kick Off, Midterm and Final presentations
 - Includes setting up location and sending out invites to all participants
 - Includes preparing slide decks and moderating the event

Vice President of Internal Engagements (one (1) seat)

- Formulate timeline and list of events at the beginning of the cycle
- Plan for individual events 2-3 weeks in advance
- Organize biweekly meetings with Internal Engagements Directors
- Create channel specific outreach strategy and guidelines for individual events
- Collaborate with VP of Finance to determine budget allocation, receipts, payments and reimbursements for each event

- Create and manage partnerships for event collaborations with other organizations
- Prepare slide decks for all events with other Internal Engagements Directors
- Facilitate and moderate each event with Internal Engagements Directors
- Support other Internal Engagements Directors as required

Director of Internal Engagements (two (2) seats)

- Design, organize and execute UTESCA events like workshops, speaker series, case competitions, etc
- Prepare presentation materials with VP of Internal Engagements for events
- Outreach to potential speakers and partners via Uoft Engineering Connect website, LinkedIn (personal or UTESCA), cold calling, email, etc.
- Set up logistics for each event
 - Includes event location, distribution of preparatory material, event recording and calendar invitations
- Facilitate and moderate events with VP of Internal Engagements

Vice President of Media (one (1) seat)

- Design marketing campaigns and timelines with the Marketing & Media team for each UTESCA offering
 - This includes UTESCA's events and consulting projects
- Develop and oversee execution of additional marketing strategies to maximise attendance for all UTESCA events (eg. Referral Invitations, Messenger Group Posts, etc)
- Leverage a data-driven approach to optimize UTESCA's campaigns
 - This includes measuring the effectiveness of marketing campaigns by collecting & analyzing data (eg. 'Likes' on Instagram, Attendees at Events, etc), and using that analysis to design increasingly robust campaigns
- Organize weekly/bi-weekly meetings with Marketing Directors & Graphics Designers
- Delegate tasks to Marketing Directors as required to successfully execute campaigns and strategies
- Direct Graphics Designers to prepare the required visuals, providing feedback to ensure they align with the club's branding
- Support Marketing Directors and Graphics Designers in the execution of tasks as required
- Collaborate with Engagement Specialist to ensure uniformity in branding and prevention of overlapping campaigns
- Attend departmental update meetings with other Vice Presidents and Presidents

Director of Media (two (2) seats)

- Formulate strategies to increase UTESCA's social media following
- Establish and manage UTESCA's presence on existing and new channels (eg. Facebook groups, Skule Newsletters)
- Design marketing materials for assigned channels
- Publish marketing materials through assigned channels at scheduled times
- Liaise with marketing departments of UTESCA's partner organizations for joint engagements
- Attend weekly or biweekly meetings with the Media & Marketing team

Graphics Designer (one to two (1-2) seats)

- Design outreach package, logos, marketing visuals and any other necessary visuals for UTESCA
- Responsible for collaborating with other departments in the club to determine graphics needed for their department
- Attend weekly or biweekly meetings with the Media & Marketing team

Engagement Specialist (one (1) seat)

- Deliver engaging content to UTESCA's Instagram followers during the "off-times" during the year (when club events are not being marketed), in an effort to increase followers.
- Design marketing campaigns and timelines to deliver engaging/fun/informative content to UTESCA's Instagram followers
- Organise and execute innovative ways to increase our followers personal connection to the club (Instagram take-overs, interactive stories, industry consultant profiles, etc.)
- Leverage a data-driven approach to optimize UTESCA's campaigns
 - This includes measuring the effectiveness of marketing campaigns by collecting & analyzing data (eg. 'Likes' on Instagram, Attendees at Events, etc), and using that analysis to design increasingly robust informational campaigns
- Successfully execute campaigns and growth strategies
- Prepare the required visuals, and ensure they align with the club's branding
- Collaborate with Senior Staff writer to ensure uniformity in branding and prevention of overlapping campaigns
- Attend departmental update meetings with other club executives
- Work directly with Presidents to carry out campaigns

Webmaster (one (1) seat)

- Develop, maintain and update UTESCA's website as required
- Attend check ins with Presidents as well as general executive meetings

Vice President of Finance (one (1) seat)

- Record all financial transactions of the group
- Hold signing officer authority along with the President for financial purposes
- Maintain a budget of income and expenses along with receipts
- Advise members on financial position of the group
- Prepare and present an annual budget for the group as well as budgets for specific events
- Prepare and present relevant statements to highlight the actual income and expenditures of the club to its members
- Transfer club funds to and from internal and external stakeholders as required
- Declare the group's banking information to the University

The executive committee may also appoint other Directors or Coordinators for various committees such as social committee, staff writer, first year interns, and so on.

Termination of Executives or General Members:

Any member of the club who commits an act negatively affecting the interests of the club and its members, including non-disclosure of a significant or continuing conflict of interest, may be given notice of removal.

The member up for removal shall have the right to defend his/her actions.

A two-thirds majority vote of the current members present in favor of removal is required. **The member must have the right to an appeal before the general membership, and the majority vote of the general membership will have the final say on the matter.**

The member will be removed from the club's membership and will lose any privileges associated with being a member of the club.

Executive members are subject to the same termination or impeachment process and, as determined by the vote, may lose their executive position along with their membership to the group.

5. Elections

The executive committee shall strike the Elections Committee and appoint one (1) Chief Returning Officer (CRO) and two (2) Scrutinizers from the executive team on the committee to conduct and hold elections in March. All members of the Elections Committee shall be unbiased in the results of the election and shall be required to disclose any and all conflicts of interest in the election.

The CRO shall accept nominations only from group members that are also registered U of T members (staff, faculty, students and alumni) for candidacy of executive positions from the general membership before the beginning of March. Candidates have to be members in good standing and be part of the group for at least one month prior to the nomination period.

The CRO shall select three (3) election dates before March 30th for the voting period. These dates will be announced in a minimum of two (2) weeks prior to elections dates and must fall on weekdays.

The CRO and Scrutinizers shall provide each U of T member with a paper ballot on the voting dates and ask the member to place their ballot in an enclosed box.

In preparation for a tie, the CRO shall select an executive from amongst the executive committee, to cast their ballot and seal it in an envelope. In the event of a tie for an executive position, one of the two Scrutinizers shall break the seal and count the ballot in order to break the tie.

After the election is over, the CRO and Scrutinizers shall count the ballots. The candidate with the most votes shall be elected to the position. The CRO and Scrutinizers shall submit a report of the results of the elections to the Executive Committee and general members.

Registered U of T members may not vote by proxy. Non-U of T members may not nominate or vote in elections.

Only U of T members who have paid any applicable membership fees and have been a member in good standing for 30 days prior to election dates are eligible for voting.

The term of executive positions shall be from May 1st to April 30th.

6. Finances

The Vice President of Finance shall keep records of all income and expenses. The Vice President of Finance shall present the group's financial health at the annual general meetings. The Executive Committee will vote on expenditures of over \$100.00 by majority vote at an executive meeting.

The group's executive or members may not engage in activities that are essentially commercial in nature. This is not intended to preclude the collection of membership fees to cover the expenses of the group, or of charges for specific activities, programs or events, or to prohibit groups from engaging in legitimate fundraising. However, the group will not have as a major activity a function that makes it an on-campus part of a commercial organization, will not provide services and goods at a profit when that profit is used for purposes other than those of the organization, and will not pay salaries to some or all of its officers.

7. Meetings

A) Annual General Meetings (AGMs):

The group shall hold general meetings at least twice per year, i.e. once per academic term.

The Executive Committee will announce these dates two (2) weeks prior to holding the meetings. These meetings may cover the group's annual activity plan, updates, financial health and proposals or votes on constitutional amendments, if any. Motions will require 2/3 majority of registered members in attendance for a vote to be cast. The motion with the most votes will be passed.

b) Executive Meetings:

The executive committee shall meet on a tentatively monthly basis, where date and times are to be set by the co-presidents based on the availabilities of all executives. The quorum of executive meetings shall be 50%+1 of executives.

Meetings will involve updates from each department's leads, questions and answers from all executive members and a social mixer. Meetings may be held virtually or in person, depending on the majority's preference out of all executives and aligning with the University's direction on Covid-19 related policies. In terms of any decision-making process during these meetings, the motion with the most votes is approved.

8. Amendments & Referendments

Any registered U of T members may propose and vote on amendments to this constitution. The Executive Committee will administer the process of having amendments discussed at general meetings.

Constitutional amendments shall require a $2/3$ majority to be passed at Executive Meetings by registered U of T members in attendance.

The Executive Committee shall formally adopt the new constitution and submit the revised constitution to the respective University offices (i.e. The Office of Student Life, The University of Toronto Students' Union, etc) within two (2) weeks of its approval by general members.

In terms of referendums, all UofT student members are eligible to vote in referendums. Executives will be given at least 2 weeks notice before referendums to allow them to prepare for the referendum. The motion with the most votes will be passed and implemented.