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SGPS
Society of Graduate &
Professional Students

Walkhome Proposal

FEE REFERENDUM PACKAGE

Updated November 2018

Part A:

1. Name of the Group: Walkhome

2. Campaign Manager Information:

A. Name: Matt Rowland

B. Student Number: [REDACTED]

C. Address: [REDACTED]

D. Telephone: [REDACTED]

E. Email: walkhome@ams.queensu.ca

F. Department: English-History

G. Degree Program: Bachelor of Arts (English-History Medial) - Graduated (5th Year and working for the AMS)

Part B : Group Description

Walkhome is an AMS Service founded in 1988. The core focus of the service is to provide an accessible means of getting to and from any area in the Queen's University Campus and surrounding areas. Any member of the Queen's Community can request a walk from two staff members and picked up from almost any location within our boundaries and walked to wherever they want to go. People can request walks to their home, a store downtown or somewhere on campus. We are a walk for any occasion.

Walkhome's programming includes having multiple teams of two staff members every night between the hours of 8 p.m. and 2 a.m. Sunday to Wednesday, and 8 p.m. and 3 a.m. Thursday to Saturday. As well, when the clocks change in November we begin opening at 7 p.m. Walks can be requested by coming to our kiosk in the Lower JDUC, calling in to our phone number (613-53-9255) or by using our app available for iPhone and Android.

Our major contribution to the Queen's Community is the safety we offer. We allow students to go to any destination they desire within our boundaries in a way that feels like they are walking with two friends and that is confidential in nature. Through this contribution, we are available for any student who wishes to use the service and provide them with a means to arrive home safely.

One of the major contributions to the Queen's Community we provide as well is employment. Over the past few years Walkhome has employed between 120-160 students each year. We aim to create a vibrant, fun and inclusive workplace that allows for students to form new bonds and friendships while also allowing them to support themselves in their education.

The major purpose of establishing a fee is that Walkhome is entirely funded through Student Fees. We receive no revenue from selling any product and receive minimal grants. Walkhome currently collects a fee from the Undergraduate level and previously collected a fee at the Society of Graduate and Professional Students level in prior years. Walkhome seeks to use this fee to fund its overall operations.

Aspects of Walkhome operations range from paying our staff minimum wage, maintenance of our radio equipment and maintaining our web application. The use of these fees and overall operations are to ensure that Walkhome still provides an inclusive and accessible service for the Queen's Community and the friendly experience patrons expect from us.

Part C: Budgetary Breakdown:

The fee will be spent in the overall operation of Walkhome. It will be used in conjunction with the Walkhome Undergraduate Student Fee to help fund operations. The largest portion of

fees we collect go towards paying our staff minimum wage. This ensures that staff are able to support themselves financially while working at the service. The Walkhome fee is also used to help advertise the service. The overall goal of promotion is to ensure that the Queen's University Community is knowledgeable about the service. We want to ensure that we represent ourselves as welcoming so that students and other members of the Queen's Community feel comfortable using the service.

The other areas which the fee would go towards are helping to maintain the aspects of the service used to facilitate walks. This includes the maintenance of the radios we use to track staff and communicate with them after the completion of walks, the further refinement and maintenance of the Walkhome app for iPhone and Android, and taxis to ensure staff get home safely if they are on the last shift of the night. All of these elements of Walkhome's operation are funded through student fees, and the introduction of a fee would allow for the covering of increased expenses.

Part D: Student Fee Questionnaire:

1. Why is your group seeking a fee?:

Walkhome is seeking a SGPS fee for a few reasons. First and foremost, Walkhome has accrued increased expenses as a result of the increase in minimum wage and loss of the prior SGPS fee. With the increase in minimum wage happening in the same year that the SGPS fee did not pass renewal, this led to a deficit in the budget over the past few hours. With this in mind, Walkhome seeks the fee so that way we may be able to help maintain our financial sustainability.

Additionally, as a result of a lack of SGPS fee, we have been unable to hire SGPS students. The passing of the fee would allow SGPS members to work for the service, further diversifying the inclusive workplace the service seeks to foster.

2. What direct benefit will SGPS members derive from granting your group a fee?:

The biggest benefit provided to SGPS students through the fee will be the opportunity to work for Walkhome. In the past, SGPS students were able to work for the service when a fee existed. Should the fee be successful, students will be able to work again for the service. The benefits from working to Walkhome include the opportunity to meet more of the Queen's community, help pay for education and ensure the safety of the Queen's Community.

The other benefit of the fee will allow for SGPS students to fully use Walkhome. Additionally, Walkhome may be able to fully relaunch the Satellite Site aspect of the service that allows for a supervisor and teams to attend events and walk people home from said event along with increased promotion at the SGPS level.

3. How is the dollar value of the fee related to the benefit you are proposing to provide?

The dollar value of the fee chosen is \$12. The reason for why this was chosen was to allow for the continued financial sustainability of the service while also making it appealing to SGPS students. In the past, Walkhome has collected and sought over \$20 at the SGPS level. However, \$12 has been chosen at a lower level than the Undergraduate fee due to the comparative sizes of the student bodies for each society, and in order to make it more appealing to Graduate students.

The value of the fee is less than what one would make in one hour working at Walkhome. The value of the fee will allow us to continue overall operations, including our core service of providing a safe walk home while also lending itself to the other aspects of our operation mentioned in previous sections.

4. When was your group established?:

Walkhome was established in 1988. It is our 30th Anniversary.

5. If you have collected a fee in the past, what initiatives and/or opportunities have you provided the Queen's Community with the collected funds?

In the past, Walkhome collected an SGPS fee. With our overall fees, we have provided our core safe walk service to 1,000s of members of the Queen's Community over the past few years. In addition, to the safety we provide within the campus, we have used the fee to pay our staff, allowing them to be employed, support themselves financially, and meet new people while part of the Queen's Community. We have used our fees as well to refine our services over the years, with such endeavours as newer radios for better tracking of staff, and in turn reduced wait times, the launch of a new app, that allows for people to request walks without having to call in and updated kiosk space to make sure that we are providing the best service possible.

Part F: Differences from Prior Years (Special Inclusion):

Walkhome has sought to pass the SGPS fee over the past few years. First it sought renewal in 2017, and sought to re-establish the fee in 2018. However, both attempts were unsuccessful. As a result, we acknowledge the fact that we are in a "Cooling Off" period.

Walkhome requests the waiving of its “Cooling Off” period status due to different approaches for the referendum this year. For this referendum we would aim to pursue new campaigns, a reduced fee, and allowing us to broaden the pool of applicants we can hire.

In the past, one of the acknowledged failures of Walkhome’s referendums campaigns was its lack of engagement with SGPS students. In turn, this year, Walkhome seeks to further engage during the referendum period by providing more information to SGPS students beyond simple benefits. Should we be allowed to go to referendum, Walkhome will seek to communicate with members of the SGPS community who are Walkhome alumni. As well, we will seek to contact Walkhome alumni who worked while a member of the SGPS. Through these promotions we will seek to provide testimonials and other materials that put faces to the service and allow for better engagement. Furthermore, we will seek to have more direct conversations during the campaign and provide a more targeted and altered approach to campaigning overall. Strategies would include reaching out to other bodies within the SGPS including Law students and Bachelor’s of Education students.

The other big change in campaign this year from prior years would be the change in actual fee itself. It is true that it is harder to pass large fees. With that in mind, Walkhome has chosen to seek a smaller fee than in past years. Rather than the roughly \$20 proposed last year at referendum, and what is collected at the Undergraduate level, Walkhome has decided to pursue a flat \$12 fee. We hope that by reducing the fee by at least 40%, it will allow it to be more appealing to students, lessening the obstacle to a vote in favour of the fee.

Lastly, during our conversations, we will want to stress the opportunity for employment. Walkhome seeks the SGPS fee, not for just the sole purpose of gaining the fee itself, but also to allow SGPS students to work at the service. As it stands, the only employer within the AMS for

Graduate Students is the Student Life Centre. Walkhome would want to pass the SGPS fee in order to broaden our hiring base, and allow for SGPS students to work for the service.

With all of these factors in mind, we hope to be able to go up to referendum due to newly brainstormed ideas for promotion of the fee, a smaller fee demanded overall, and providing further employment opportunities.