

PRISMRESOURCES

2019

ANNUAL REPORT

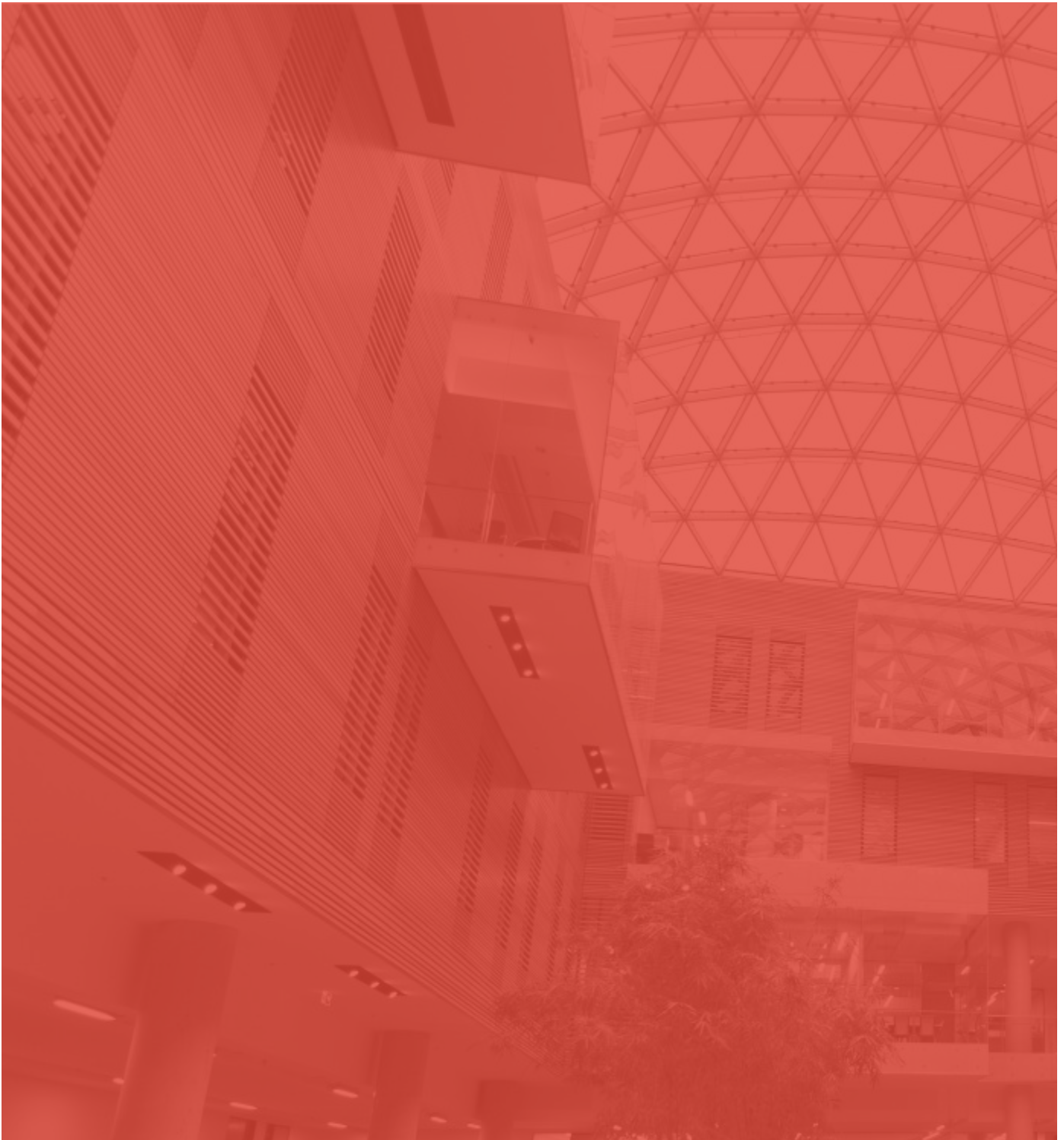




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Message from the President

At Prism Resources, we believe in our members. We believe they can create and inspire change. That they can lead lives of leadership and purpose. Whether utilizing our DSLR cameras to capture life's greatest moments or learning a new skill from our instructors and securing your dream internship, we at Prism hope that we can help you get wherever you want to go.

In our Executive Meetings, we often discuss the value of a Prism membership. How much value someone can obtain, and how much our members actually utilize. To help this grow, Prism has strategically focused on establishing a home within Lazaridis in LH 1014 and developing advanced learning resources to continue supporting our members in this increasingly technical time. With these focuses, we hope that members will not only enjoy their time as a student at Laurier more, but continue to grow and push to become their best self.

Over my eleven semesters at Prism, I have seen members start companies, land dream jobs, launch music careers, and embark on passion projects all with the help of Prism. As a first year from a small town- feeling like I was always behind the pack, I am so thankful for all Prism has given me, not only as an employee, but as a member too. At Prism Resources our competitive advantage is helping you find yours.

Sincerely,

A handwritten signature in black ink, appearing to read 'Seth Armas', with a stylized, flowing script.

Seth Armas
Fall 2019 President



PRISM AT A GLANCE

What is Prism Resources?

Prism Resources is an on-campus organization housed within the Lazaridis School of Business and Economics at Wilfrid Laurier University. We provide technology rentals, training courses, and study and collaboration spaces for our members. Our mission is to 'bridge the gap' between technology and students by providing resources that enable our members to excel, both during their time at Laurier and beyond.

We offer a wide array of equipment available for rent – from iPads to projectors to DSLR cameras, and everything in between. Our course offerings provide unique training opportunities for students to upgrade their abilities, pursue a new hobby, or learn skills essential in today's competitive workplace. We also provide study spaces for our members to use in Lazaridis Hall.

Mission Statement

To assist in positioning the Lazaridis School of Business & Economics at the forefront of Canadian business and economics by providing the opportunity for students to have a solid foundation in information technology for further innovation and entrepreneurship throughout their careers.

Vision

We envision a world where Lazaridis students are empowered to learn and access the technological resources they need to achieve their full potential.

CORE PILLARS AND UPCOMING DEVELOPMENTS

CORE PILLARS

Rental Fleet

On a semesterly basis, we review our rental fleet and purchase or refresh our items to best support our members. This year, we purchased 25 MacBook Airs, 5 iPads, 5 Apple Pencils, 2 UE Boom speakers, 2 desktop microphones, 5 portable battery packs, new charging cables, and invested in refurbishing efforts to update our rental items.

During Fall of 2019, we also introduced a Fujifilm Instax Instant Camera to our fleet, and headphones which can members can purchase at the desk (LH 1014) for \$1.50.



25 NEW MACBOOK AIRS



1 NEW FUJIFILM INSTAX
MINI CAMERA

Training Services

Beginning in January of 2019, Prism expanded our course offerings (Microsoft, Coding) to the Brantford Campus. We also launched two brand new courses, Salesforce, and LibraryXPrism, a collaborative effort with the Laurier Library, to better equip our members with the skills they need to succeed at Laurier and Beyond.



Study Spaces

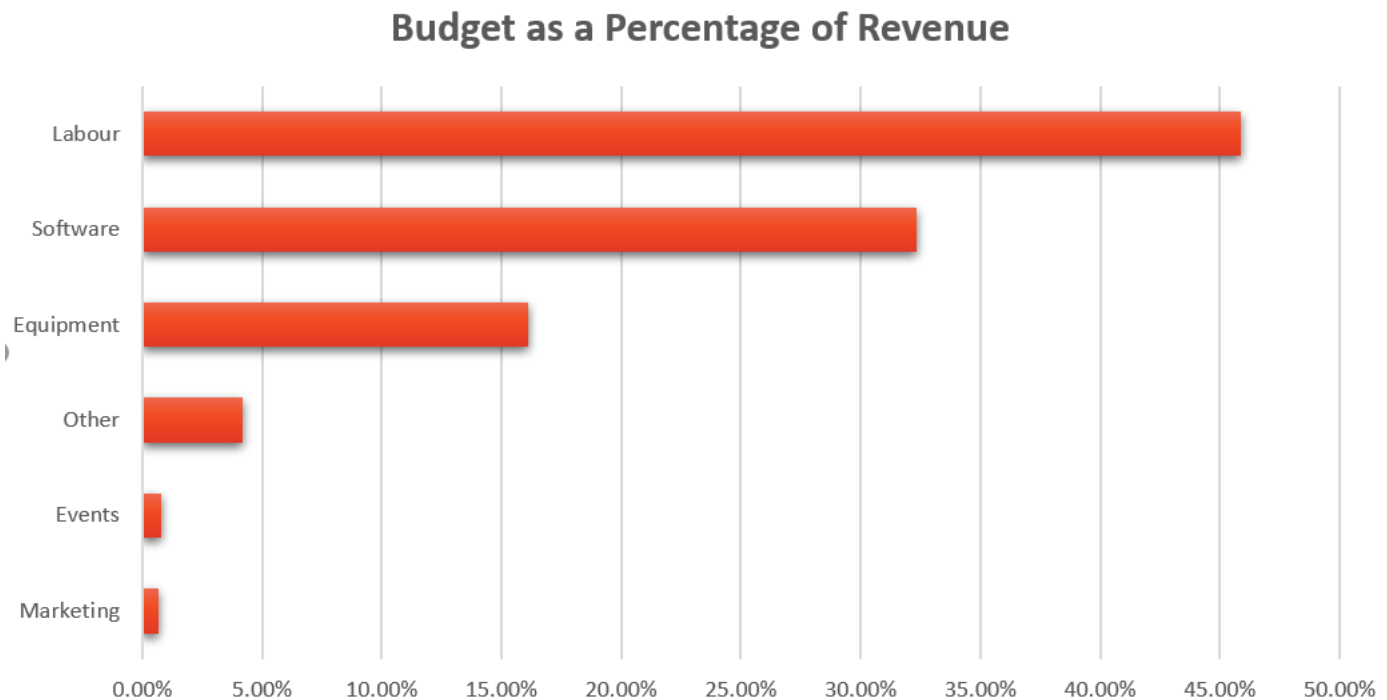
Members now have free access to SAS and the Adobe Creative Suite in our study space in LH 1015!



UPCOMING DEVELOPMENTS

Looking forward, Prism has many exciting initiatives planned for the upcoming year. In addition to continuously seeking out rental items we can add to our fleet, improving our ERP, and we are looking to expand and refresh our course offerings even further. Potential training courses include: CapIQ, Tableau, and the Adobe Creative Suite. Have an idea you'd like to see us implement? Every semester we release an End-of-Term Survey where members can voice any feedback and provide recommendations.

FINANCIAL BREAKDOWN



This budget represents Prism Resource's fiscal budget from May 2019 through April 2020. At Prism we believe in open accountability, and a responsibility to spend every dollar as if it was our own. We often talk about the value of a membership, and how we can create more value for our members. This thought process directly translates into our budget, as we have seen expenses decreased for 2 straight years, allowing us to implement initiatives such as our Salesforce courses, or begin a search for a new ERP to increase accessibility and reduce wait times.

Our budget is consistently reviewed by the Lazaridis' Dean's Office, as well as our Board of Advisors to help identify new cost savings and ensure accountability. Labour is made up from the costs of our Instructors teaching, our MSRs renting out equipment, ICT fixing our equipment and Finance Lab, as well as Prism's Administrative and Marketing Employees. For the second straight year we are projected to save on Labour, as we can continue to automate and increase our productivity across the team.

Our goal is that for every dollar a member spends on their Prism membership, they can utilize five dollars of value.

The Prism Resources Board of Advisors is composed of faculty advisors, Laurier professors, Prism alumni, and representatives from other student groups. Together, they work to provide accountability, and ensure oversight for our members.

Bruce Everett

Finance

Madhu Kalimipalli

Finance

Jennifer Komar

OB/HRM

Michael Lisetto-Smith

Dean's Office

Melanie More-Duckworth

ICT

Matthew Rohweder

Library

Jessica Smith

Laurier Staff

David Wheatley

Operations

Jiaxin Guo

GSA

Helena Keirstead

Accounting

Lisa Levitan

LazSoc

Kara McDowell

Students' Union

Martin Qiu

Marketing

Karin Schnarr

Policy/Strategy

Sepideh Yeganegi

Policy

BOARD OF ADVISORS



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