

# Case Study: Georgian College Students' Association



Barrie, Ontario | [www.georgiancollege.ca](http://www.georgiancollege.ca)

**The Georgian College Students' Association (GCSA)** is a recognized and engaged executive council that promotes the rights of students, heightens student engagement, and enhances the quality of student life. It prepares confident leaders of tomorrow while respecting the diversity and strength of all, and continuously assesses, adapts and grows to fit the needs of an increasingly diverse student body.

## Goals

- (1) Explore social procurement objectives for an upcoming GCSA executive order;
- (2) Discover other areas of purchasing that social procurement objectives can also be applied to; and
- (3) Move forward with a purchasing pilot for swag/merchandise in the summer of 2021.

## Requested Support

- (1) Guidance from overall leadership and purchasing department on how to implement social procurement practices in alignment with the college's policies and procedures; and
- (2) Mentorship and coaching from project consultants to help implement social procurement into the next pilot / purchase order.

## Team & Responsibilities

### GCSA

Attend Community of Practice meetings, complete takeaway tasks for set goals

**Mike Zecchino (MZ)**, Manager, Student Life

**Sheona Morrison (SM)**, Manager, Student Experience

**Kim SmithHogan (KSH)**, Student Life Accounting Officer

**Sarah Benoit (SB)**, Student Life Graphic and Communications Specialist

**Alexandra Aiken (AAiken)**, VP of Student Sustainability

### Project Consultants

Social Procurement expertise, knowledge and network

**Elly Green (EG)**, Lead

**Ashleigh Addison (AA)**, Support

### Additional Support

**Jennifer McDonald (JM)**, ONEcard Officer

**Anne Collins (AC)**, Manager, Purchasing Services

**Alyshia Crawford (ACrawford)**, Purchasing Analyst

## Implementation Plan

<b>Date</b>	<b>Activity</b>	<b>Contributor(s)</b>
28-Jan-21	<b>Georgian College Social Procurement Community of Practice (COP) meeting</b>	COP Members
24-Feb-21	<b>Goal Setting in Mural</b> Exploration of spending portfolio for the purposes of setting social procurement goals and support required to achieve these goals	EG, MZ
14-Apr-21	<b>Individual Manager meeting</b> Meeting with the manager to discuss in further detail the goals set in Mural	EG, MZ
29-Apr-21	<b>Georgian College Social Procurement COP meeting</b>	COP Members
13-May-21	Procurement Pilot Planning next steps; review email conversations, confirm key dates and timing, update on briefs and processes with key suppliers (work plan), follow up with an introductory meeting	EG, MZ, JM
26-May-21	Follow-up: Procurement Pilot Planning (Part 1); Request for Quote (RFQ) discussion and mapping	EG, MZ, JM
1-Jun-21	Follow-up: Procurement Pilot Planning (Part 2); finalize RFQ	COP Members
4-Jun-21	Discussion re: evaluation criteria to prep final components for the RFQ pilot	EG, MZ, JM
16-Jun-21	Evaluation Guideline development for pilot; review the weighted criteria (created by the Purchasing Manager at Georgian), send out GCSA's RFQ, review how to evaluate incoming quotes, and have purchasing representatives walk through the process and support guidelines	EG, MZ, KSH, AC
21-Jun-21	RFQ evaluation executed and completed by June 21st, 2021	EG, MZ, SM, KSH, JM, AC, ACrawford, AAiken
22-Jun-21	RFQ pilot review meeting; a "sore thumb" review of the accumulated scores and recommend the supplier(s)	MZ, SM, KSH, AAiken
20-Jul-21	<b>Georgian College Social Procurement COP meeting;</b> RFQ pilot debrief	COP Members
21-Sept-21	<b>Georgian College Social Procurement COP meeting</b>	COP Members
9-Nov-21	<b>Georgian College Social Procurement COP meeting;</b> exploration of another pilot using the Community Benefit Purchasing Project Supplier Directory with goal to award one supplier for each product purchased	COP Members
5-Jan-22	Check-in meeting with project consultant	SM, AA, KSH
15-Feb-22	<b>Georgian College Social Procurement COP meeting</b>	COP Members

## Outcomes

In the summer of 2021, the Georgian College Students' Association (GCSA) successfully worked with Georgian College's Social Procurement Community of Practice (COP) to roll out a pilot focused on a Request for Quote (RFQ) for 'swag'. The RFQ was posted with 30 items that included merch items, printing and apparel with a combined budget of approximately \$50,000.

GCSA informed the criteria for the evaluation, with support from the Purchasing Department, project consultants and COP members to operationalize a social procurement weighted scoring model. The new model added social and environmental categories that included diversity, equity and sustainability. For the first time at Georgian College, vendors responding to an RFQ were evaluated by new categories that considered their social and environmental impact.

GCSA will continue to incorporate a social procurement weighting into their purchasing evaluations moving forward and apply the lessons learned from the RFQ pilot into future purchases. They also are exploring more opportunities for social procurement and are looking at implementing another RFQ with their Student Planner through the printing of up to 7,000 copies annually or through advertising and sponsorship within the Planner.