

June 2015



UFV
STUDENT
UNION
SOCIETY

2015/2016 PRESIDENT GOAL PLAN

STUDENT
UNION
SOCIETY

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Executive Summary

An exciting year is ahead with the Grand Opening of the Student Union Building, a federal election in October, a new restaurant and coffee shop run by SUS Food Services, and much, much more! We are in Year 1 of the 2015-2018 Strategic Plan, approved by the SUS Board of Directors on March 20 2015 to guide the years ahead. Accordingly, this Goal Plan works to accomplish various aspects of the Strategic Plan, and expand upon some areas of particular interest for this year. By the end of this term, SUS will have finished a monumental transition, one that will not be seen again for decades, and it is imperative that we act upon our goals to set us up for continued success.

As President, I have the responsibility to oversee SUS as a whole, and accordingly I typically do not undertake numerous project in detail, or I am in danger of losing sight of the 'big picture.' Despite that, I have some areas of direct responsibility through the Strategic Plan and this Goal Plan. A large portion of this is improving communication with students and the broader community, which ultimately should lead to greater engagement in all SUS activities (including elections) and a successful launch of the SUB. Over the year, we will develop videos to inform students about services, establish a weekly President's Table, and create a comprehensive election plan to increase competition and voter turnout.

Many of these goals are interrelated, and even more have connections to the goals included with the VP Internal and VP External goal plans. A key factor to success will be collaborative work among the executive team and throughout the entire organizations; we are a team environment at SUS, and our culture and environment will only work when the support between all employees and volunteers remains strong. While not listed as a goal, this too is a goal of mine for the year. As President, I inherently play a large role in 'setting the tone' for the office, and in keeping up morale and energy throughout the year.

I believe that everything outlined in this Goal Plan is achievable. I also believe that everything in the Goal Plan is achievable with excellence. My standards for success are high, I will expect the same throughout SUS; collectively we need to raise the bar this year to take advantage of the world of opportunity that is available. At the end of the year, the team we have should be able to look back and move forward with SUS, or move on to their next stage of life knowing that they helped create an awesome year for SUS, and more importantly, for the students of UFV.

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Previous Year Review

The 2014-2015 SUS term was one of building for the future, both literally and metaphorically. The Student Union Building was under construction throughout the year, and this project demanded a lot of time from the executives and the staff at different point of the year. Meanwhile, SUS was building structures, services, and opportunities for years to come with the campus connector expansion, creation of the student tech support centre, among others. The previous president, Ryan Petersen, worked on a variety of projects and as a great representative of SUS with various organizations within UFV and externally. There was a lot of positive progress with the ABCS, the local municipalities/BC Transit with regard to the U-Pass, and CASA.

Mr. Petersen highlighted a few areas needing further development though. He had intended to attend all local council meetings, but this ended up being unrealistic and often a waste of time, but he noted the importance of keeping communication open with the municipalities through various avenues. He also noted that SUS needs to develop further its relationship with students attending the Trades & Technology Centre at CEP. As will be outlined in the following, some progress has already been made this year but it is an ongoing challenge for SUS, and one which needs to be addressed.

Of note, the new organizational structure was a success. The model facilitated a much higher overall level of work completion that was typically accomplished previously, and the clarity in roles, responsibilities, and relationships helped everyone greatly. In discussions with other student unions from across the province and country, we heard many interested and positive comments, and most people saw the value in our model and took those thoughts back to their own schools. While there will be small tweaks required from time-to-time to optimize this structure, it is a model for success, and one which should be continued.

Overall, the previous term did indeed prepare the current board, executives, officers, and staff for the year we have ahead. There were various important issues and numerous challenges faced head-on to create solutions, when ignoring them would have made this year (and more to come) much more difficult. Some work in the transition between executive teams could have been better, and this in part was a failing of my own as VP Internal last year, as I highlighted in my end-of-term report to the Board. This will again need to be a focus to help continue the good work of all involved in SUS.

Goal Plan

1.0 Engagement

1.1 Voter Turnout

The Strategic Plan has two primary goals for voter turnout this year: 8% participation in the General Election, and meeting quorum at all general meetings. Both of these are important measures of our ability to engage students at the basic levels of direct democracy. The Board and the Executive are critical in working as the representative voice of students throughout the year, but it is important that this voice comes from an increasingly engaged student population. Based on membership data from last year, 8% voter turnout would be about 715 students; 473 students voted in the last elections, which was itself a 37% increase over the year before that.

For the general meetings, it will be crucial to inform students why it is important to attend, and hold it in an easily accessible public location. Conveniently, the Great Hall in the SUB is available as an excellent venue for the meeting both logistically, and already inside a student hub. Last year SUS provided lights snacks as a thank you to those in attendance, and this is something we plan to continue. It is important that any such item provided to attendees is an 'extra' rather than the 'reason' for attending (i.e. we shouldn't and wouldn't serve everyone in attendance a full meal from The Canoe.)

With elections, we need to develop a proper plan and schedule in conjunction with the Chief Electoral Officer (CEO). While there are other tweaks being proposed that will help this goal, planned and deliberate communication is critical. This plan should include schedule of document/information releases (i.e. candidate packages, profiles), social media posts, posters, meetings/debated, voting booths, and other outreach elements. Due to the structure of the CEO position, I anticipate that the primary work in developing the plan will be done by SUS, within the parameters, and requests of the CEO. The CEO would then review the plans, make amendments, and carry it out.

1.2 Communication Avenues

This is a rather broad category to encapsulate our varied outreach to members through both materials and direct-interaction. Within my scope, I will oversee the production of videos for each SUS service area, start a President's Blog (which may well be expanded to the other member of my Executive team), and establish a weekly Present's Table in a high traffic area.

Video messaging is an important elements in creating a rich communication experience. While face-to-face interaction is the most fulfilling communication avenue, videos are a close second, and have a much greater ability to convey information and share an experience than purely text of sound. However, students in general want to watch short videos, so these should not exceed two minutes, and many should be shorter. Critically, content must be engaging (potentially even entertaining!) to retain the audience. In an ideal wold, all videos would be completed over the summer in preparation for incoming (and returning) students in Fall, though the more likely

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scenario is the prioritization of service information, and the development of videos in accordance with that list.

The President's Blog and President's Table are both initiatives that will be in place for the Fall semester. I will launch the blog over the summer to highlight some of the prep work that goes into both the typical September launch and the grand opening of the SUB. The table is an extension of the SUS tabling that happens at some events already (in particular orientation events) except I will be easily open and accessible for all students to have a conversation about SUS, what we do, UFV, and anything else on people's mind with regard to their education. To help make this a known and recognizable initiative, the table will remain in a standard location over time, rather than jumping around campus (this is not to say, though, that additional activities won't occur), and the SUB atrium seems the logical place for this.

2.0 Operations

2.1 Transitions

As mentioned previously, the transitions last year fell below expectations, and SUS needs to improve our work in this area. Each Executive will have to create a handbook/manual for their position, and oversee the development of a handbook/manual for any positions reporting to them. In my opinion, these books should be developed throughout the year rather than in bulk towards the end, as this facilitates thoroughness of content breadth and depth.

2.2 SUB Operations

The Student Union Building opens a world of possibilities for SUS. Exploiting those possibilities takes deliberate action on the part of SUS. The Strategic Plan calls for the creation of internal and external marketing materials, along with the development of a fiscally sustainable operating plan. This is an area where I will not be directly completing work, but overseeing the direction and progress of our team as a whole in moving towards these objectives.

In progression towards this goal, we have already completed the SUB Operating Policies and the fee schedule for room reservations. Both of these documents are necessary to secure reservations for various spaces. With the Great Hall, atrium, laneway outside, The Canoe (including the patio and private dining room), and two meetings rooms, SUS has a variety of spaces available for rent to internal and external groups, with clubs and associations typically receiving space for no charge. A portion of time will go into inviting people and groups to tour the space, with the tours typically led by me. With policies and fees set, marketing materials can be assigned to appropriate staff for development based on the content already available. I anticipate an increasing volume of materials throughout the year as we become more familiar with the SUB and how it will operate.

Just as important is securing the sustainable operations of the building. Year 1 will be particularly challenging to manage due to the high degree of uncertainty in building operations. While we have worked to develop estimates, and received various data from UFV when

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needed, we ultimately do not know precisely what the operational costs will be, what level of maintenance and repair will be necessary, and what staffing levels are necessary to run the facility. Another huge factor is the mortgage for the building, or more precisely the interest rate we lock in at (which is still TBD.) All this will be worked on throughout the year to manage Year 1 costs, and develop a reasonable budget for Year 2 to use as a benchmark and to plan for sustainability.

2.3 Misunderstanding of SUS

A common theme heard around campus is that students don't know enough about SUS, but a similar thread is apparent with faculty, staff, and administration at the university. UFV employees have a lot of interaction with students, and they too can help spread information on SUS, in particular the services we provide, but only if they have the information! Much of the content for such a handbook ties into other goals set throughout this goal plan and others (i.e. the videos, SUB information) but a staff-friendly information guide still need to be compiled and distributed. This shouldn't be particularly long or it will not be read by most, but instead hit the key highlights of SUS and the services we provide, and provide clear information on where to go to access services and/or provide more information.

2.4 Campus Connector

The Campus Connector bus launched in September 2013, with expansions in January 2014 and 2015 following successful referendums. This program is among the top three most used SUS services (along with Health & Dental Insurance Plan and the U-Pass) with thousands of weekly riders. Spurred on by the success of our program, the local municipalities and BC Transit have developed and recently (April 2015) launched the Fraser Valley Express (FVX) bus linking Chilliwack, Abbotsford, and Langley on one route.

The FVX currently is not included in the U-Pass, and partially overlaps with the service provided by the SUS/UFV Campus Connector. The FVX certainly is not a replacement for the shuttle, that us clear with the service routes and levels, but there might been room for partial integration. Over the coming year, I will work with the services team to assess the usage of the campus connector in comparison with relevant aspects of the FVX, and if it is feasible, consult with BC Transit for the cost of partial service integration. To be clear, I am not committing to changing part of the campus connector service to be served instead by the FVX, but to assess both service offerings and to determine whether such integration is in the best interests of students.

3.0 Representation

3.1 Electoral Competition

It's no secret that candidates have, historically, been lacking for SUS elections. In each of the past two elections, only one executive position (the VP External) has been contested, with well under half of the Board of Director (faculty representative) positions either being uncontested or without any candidates. Extending this to the UFV Board of Governors and Senate elections have seen wild swings in candidates, from 14 a few years ago, to needing to extend

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nominations this year. Annual changes are inevitable, but it is important to have sufficient candidates for choice.

In line with increasing voter turnout, we need to have at least one individual running for each seat on the Board (including Trades and Grads, which are the most challenging to fill) and no uncontested positions within the Executive, or for UFV Board of Governors and Senate. As described previously, the election marketing plan will play an important role in this, as will greater integration of efforts between SUS and UFV. We want to have SUS and UFV elections run simultaneously (which is partially in place as of this past year) and cross-promote all elections. Current Board Members need to increase their role in promoting the positions available and recruiting members. Finally, I will connect with the relevant faculty, staff, and/or administration in the different faculties to work to source candidates through them, and they likely know excellent students throughout the various programs.

Finally, to increase the importance of the faculty representative on the SUS Board, I want to integrate those positions with that of the student representatives on faculty councils. Per the University Act section 40(b) faculties must “provide for student representation in the meetings and proceedings of the faculty.” Currently the mechanisms for doing so are sporadic across faculties, and this seems like a natural place for integration of activities, as it create better informed student representative for SUS and faculties alike. Further, the University Act does not appear to put in place any specific election requirements of rules for the student positions, meaning that, from a legislative perspective, it is possible, pending UFV approval. This change too will help increase the number of candidates as it gives faculties a vested interested in seeing positions filled. It is important to note that the ultimate outcome of this item is beyond SUS’s direct control, but I will work on this item throughout the year to progress it as far as possible with UFV.

3.2 Municipal Engagement

As outlined previously, the prior President originally planned to go to most/all council meetings of the local municipalities, but this was not ultimately a practical goal. He recommended that SUS review the agenda for the local city councils and attend whenever items of particular note to UFV students are on the agenda. This is a sound recommendation and one I intend to follow through. Just recently, the City of Abbotsford was discussing commercial development on McCullum Road, right across the highway to UFV. The link to students is that this would result in changes to the Abbotsford community plan, including potential integration (or lack thereof) with the U-District plan, which is under development for the areas surrounding UFV. While I was not aware in advance of this or the connection to the U-District, it is a good example of when SUS should become involved. Accordingly, I will research the local council schedules, submission deadlines, and agenda publication dates, and schedule time to review the agendas and attend when appropriate.

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4.0 Support

4.1 Student Awards

In my mind, SUS should continually increase the level of financial support provided to students, and this is included in the strategic plan. This coming year I will oversee the launch of SUS Awards, a new program designed to recognize those who contribute to the campus and community here at UFV, and to recognize countless volunteers across all aspects of the campus: student leaders and community builders. While the exact structure needs development, I anticipate three or four awards to be available by nomination and a confidential selection process, each with a cash prize and a perpetual plaque. These would be handed out in conjunction with a broader volunteer appreciation event held towards the end of the academic year.

5.0 Implementation Timeline

Engagement			
#	Title	Goal/Benchmark	Timeline
1.1	Voter Turnout	<ol style="list-style-type: none"> 1. Quorum at GMs 2. Election information plan 3. 8% voter turnout 	<ol style="list-style-type: none"> 1. September and March meetings 2. Prior to the start of the nomination period (est. December) 3. Conclusion of the General Election
1.2	Communication Avenues	<ol style="list-style-type: none"> 1. Prioritize video development 2. Complete videos according to priority list, or other factors as necessary 3. Creation of the President's Blog 4. Establishment of the President's Table 	<ol style="list-style-type: none"> 1. Early July 2. 2-3 videos done for Septembers, with the balance spaced throughout the remaining months of the term 3. First post by the beginning of August, if not sooner, and continue throughout the year 4. First tabling either during Welcome Week or the week after, and continue thereafter
Operations			
#	Title	Goal/Benchmark	Timeline
2.1	Transitions	<ol style="list-style-type: none"> 1. Creation of President handbook/manual 	<ol style="list-style-type: none"> 1. Ongoing work, with primary completion prior to the

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			Transition Period of the next General Election
2.2	SUB Operations	<ol style="list-style-type: none"> 1. Invite and tour internal and external user groups 2. Launch online reservation portals and information 3. Build marketing materials for the SUB and bookable services (i.e. catering) 4. Create FAQ guide to the SUB 5. Lock in SUB mortgage and UFV agreements 6. Confirm Year 1 staffing model and develop tentative budget 7. Continually assess operations and build Year 2 (a 'standard') operating budget 	<ol style="list-style-type: none"> 1. Began in April, majority of users by the end of the summer, and continue as necessary 2. ASAP, but July deadline 3. Basic materials for September, with further items created to meet demands 4. After moderate usage, estimate December/January 5. July and August 6. July and August 7. Ongoing work, with draft budget for February
2.3	Misunderstanding of SUS	<ol style="list-style-type: none"> 1. Create an outline of key information for a SUS guide for staff 2. Develop appropriate content 3. Complete graphic and layout and distribute 	<ol style="list-style-type: none"> 1. July/August 2. October/November 3. December/January
2.4	Campus Connector	<ol style="list-style-type: none"> 1. Evaluate Campus Connector usage 2. Assess FVX for service integration 3. Work with BC Transit for FVX inclusion in U-Pass (IF APPLICABLE) 	<ol style="list-style-type: none"> 1. December/January (post-Fall semester) 2. Ongoing, but specifically upon completion of item 1. 3. January through August, in conjunction with new U-Pass contract needed for September 1 2016 (IF APPLICABLE)
Representation			



#	Title	Goal/Benchmark	Timeline
3.1	Electoral Competition	<ol style="list-style-type: none"> 1. Begin discussion with UFV regarding SUS/Faculty Council student representation integration 2. Develop a proposal for integration to submit to UFV 3. Continue working with UFV as necessary to further the proposal 4. Engage with all faculties to encourage candidates in the General Election 5. Goal: all Executive, BOG, Senate seats contested, no seats uncontested 	<ol style="list-style-type: none"> 1. April (complete) 2. Throughout the summer, for inclusion with the start of regular UFV governance business in September 3. Ongoing as required, until successful completion or unable to progress further 4. During Information and Nomination Period of the General Election 5. End of the Nomination Period
3.2	Municipal Engagement	<ol style="list-style-type: none"> 1. Determine local council dates/information, and schedule recurring time to review documents 2. Attend local council meetings as appropriate 	<ol style="list-style-type: none"> 1. Early/mid July 2. As necessary throughout the year
Support			
#	Title	Goal/Benchmark	Timeline
4.1	Student Awards	<ol style="list-style-type: none"> 1. Develop award categories and characteristics 2. Promote awards with the new Campus Engagement Tool and across UFV departments 3. Create the inaugural selection committee to review nominations 4. Announce award winners 	<ol style="list-style-type: none"> 1. August 2. Begin in September and continue until nomination deadline, with another advertising push in January 3. Winter 2016 semester, with evaluation likely to occur in March 4. Event in late March/early April



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