

The background features several overlapping hexagons: a large black one at the top right, a teal one on the left, a purple one in the center, and a large orange one at the bottom right. There are also smaller teal and orange diamonds. Geometric patterns include a 4x5 grid of small brown triangles in the top left, a cluster of purple dots in the black hexagon, and a cluster of brown dots in the orange hexagon.

SUS President Goal Plan

2020/2021

PREPARED BY:

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“Be loud
about the
things that
are important
to you”

Karen Walrond



INTRODUCTION

As the current President of the Student Union Society at the University of the Fraser Valley, I am reluctant to admit that until taking on the position of Event Coordinator in May of 2019, I knew little to nothing about the SUS. This is something I have learned many other students feel as well, **but hopefully not for long..**

Throughout my time in that position, and as a student myself, it continued to become more clear that in order to change some of the key issues we had to start from the root of the problem, **poor communication.**

Far too many times I've heard about an incredible event on campus a day or two too late because I wasn't following *that one particular* instagram account among the many..

Even as a student that considers herself more involved at UFV than the average bear, I still had difficulties in accessing various resources, finding consistent answers to my questions, and staying informed.

In summary, before developing new ideas, establishing new programs, and organizing events, we must start at the root of the problem that UFV students face, poor communication and engagement. The following goal plan will cover this in detail in addition to several other key goals I am confident I will accomplish as UFV's First SUS Pandemic President

Shortly after commencing the position as President, I made it an immediate goal to connect with various groups within UFV to create conversations around the not so effective communication streams being used, and the importance of improving the overall student online experience, ESPECIALLY NOW WITH COVID-19.

After attending hours of online webinars hosted by various organizations learning about effective ways to build and maintain community in an online setting, a handful of up-to-date, highly innovative programs became apparent and advanced the conversation on the topic of improvement and change.



PRIMARY GOAL

COMMUNICATION & ENGAGEMENT

Objective

INCREASE STUDENT'S AWARENESS OF THE ROLES AND RESPONSIBILITIES OF THE STUDENT UNION SOCIETY, STRENGTHEN CAMPUS CULTURE, AND BUILD COMMUNITY THROUGH EFFECTIVE AND ENGAGING COMMUNICATION, ACTIVE SOCIAL MEDIA PRESENCE.

Strategies

1. NEW SUS WEBSITE
2. EXECUTIVE INSTAGRAM ACCOUNTS
3. READY EDUCATION APP
4. MONTHLY REPORTS

Performance Measures

1. NEW SUS WEBSITE
 - A. WEBSITE LAUNCHED BY 10/2020
 - B. CONSISTENT INCREASES IN SITE VISITS-MONTHLY
2. EXECUTIVE INSTAGRAM ACCOUNTS
 - A. NUMBER OF FOLLOWERS - 500 BY END OF TERM
 - B. NUMBER OF POSTS - 1/WEEK
 - C. STEADY ENGAGEMENT RATES - MONTHLY
3. READY EDUCATION APP
 - A. IMPLEMENTED BY THE END OF 2020
 - B. STUDENT DOWNLOADS
 - C. STUDENT APP USAGE
4. MONTHLY REPORTS
 - A. ONE REPORT TO STUDENTS/MONTH

NEW SUS WEBSITE



REPRESENTATION

The UFV community is a highly diverse and innovative group, and needs a web page that represents just that. We hope this new portal will add to our tools of building a stronger sense of campus culture and community for all.

DIGITAL FACE OF SUS

Before COVID-19, it was important to thrive online, now, its more important than EVER! The new SUS site will a welcoming space for students to come together, while being apart.

A NEW BEGINING FOR SUS

This administration knows first hand how incredibly talented, hardworking and innovative the community of UFV is. We will create reoccurring events and programs that allow students to not only students grow and share their talents but also set themselves ahead professionally.

EFFICIENCY > EVERYTHING

We already have to deal with a ton of non user-friendly apps and sites as a student, our SUS site aims to be the complete opposite of that

NEW SUS WEBSITE



**SPECIFIC
MEASURABLE
ATTAINABLE
RELEVANT
TIMEBOUND
CHECK**

MEASURABLE

- 1) The number of visits on the new web page
- 2) Engagement targets increase for events, online programming and surveys.

ATTAINABLE

The new SUS website will be outsourced to an agency following an RFP. This will be done as a cost-saving measure in comparison to the salary of an in-house web designer and to ensure quality

RELEVANT

Having a web page that is modern, efficient and user-friendly is the foundation of SUS's communication and engagement goals. As a student government that is working tirelessly to advocate for students, it is important that the website communicates this to UFV students.

TIMEBOUND

After deciding which agency would best represent the Student Union Society, we will establish firm deadlines. It is our goal to have our new web page available to students returning in Fall 2020.

GROW SOCIAL MEDIA PRESENCE



"COMMUNITY IS ABOUT COMMITMENT, CONSISTENCY, AND COMPASSION"

INSTAGRAM

Implimentation of SUS Executive social media accounts will add value to our students by connecting with them on a platform that they are already heavily using (user-friendly) in a way that connects better than other forms such as email. Instagram is a key tool that should be utilized to gather input, share accurate information and build connections.

FACEBOOK

Having an active presence on Facebook is an important task for SUS as there are many opportunities and benefits that come with being active on Facebook different from other sites. Primarily the diverse functions it provides such as chat rooms and calendars. In a COVID-19 world, it's one of the closest things to being in person.

Being very aware that a majority of students don't really know what SUS is other than the distributor of the U-Pass and uttles, we must work towards effectively engaging with students to share what the SUS team is working towards, advocating on, and planning **Collaboratively with students!**

Now, more than ever, we, the Students of UFV need to innovate collaboratively to support and build a Community for **ALL students** of UFV to feel apart, be of during the global pandemic.

GROW SOCIAL MEDIA PRESENCE



"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD; INDEED, ITS THE ONLY THAT THAT EVER HAS."
- MARGARET MEAD

KEY MEASUREMENTS

- 1) Number of followers on each account
- 2) Online engagement, tracked via Instagram Metrics
- 3) Efficient systems established to create a new standard of communication for future Executives

ACHIEVABLE??

The most prevalent challenges associated with with this goal include the creation of policies and standards that are required to ensure professional practices in addition to delivering quality content.

With the diverse skills of our team, especially our Communications manager, this structure can be developed and implimented succesfully.

RELEVANT TO THE ROLE OF PRES?

As the first Pandemic Administration, it is essential that we take on the challenge of establishing better communication within the UFV community to support students during COVID-19 and into the future. It's time we work towards connecting students to the many supports and opportunities available to us while providing a space to build authentic connections.

LET'S TALK TIME FRAME?

Each member of the Executive Team will be tasked with setting monthly targets to show consistent increases in key areas such as number of engagements, followers or posts. Monthly analytics tracking for each Executive will start once all communication plans are finalized for running the accounts (and there has been time to create awesome content!!)

READY EDUCATION APP



INTEGRATE

Easy access to all academic information including student's class schedules and course information. Ready Education is compatible with both Blackboard and MyCampus Life

COMMUNITY

Provide a rich community with access to campus activities, designed to build connections between students, faculty, and staff.

INTERVENE

Provide critical support when your students need it most and get authentic insights into student sentiments.

ENGAGE

Provide access to activities that inform and engage students both inside and outside the classroom.

READY EDUCATION APP



MEASURABLE

- 1) App is taken up campus-wide
- 2) Consistent growth in student downloads following implementation

ATTAINABLE

Having campus wide commitment is essential to the success of this app. The main purpose of this new app is to have **one standard platform** that all other information stems from.

To achieve this, conversations will take place with UFV, Student Life, Faculty and many other groups.

RELEVANT

UFV has long been considered a *'commuter campus'* and with COVID-19 virtually eliminating on campus activity, it is more prevalent that the community of UFV deserves a non-static app that connects them to the many resources, support services and up-to-date, personalized information, ultimately improving students' post-secondary experience.

TIMEBOUND

As there are many folks involved in implementing a project of this magnitude, I am striving to have the app set up by the end of 2020 with student use starting by latest, Winter 2021.



SECONDARY GOAL

COMMUNICATE THE VALUE OF SUS

Objective

ENSURE THAT THE STUDENT BODY OF THE UNIVERSITY OF THE FRASER VALLEY IS CONNECTED TO THE SUS AND IS AWARE OF THE WORK GOING ON BEHIND THE SCENES TO BETTER EACH STUDENTS POST-SECONDARY EXPERIENCE.

Strategies

- A. MONTHLY PRESIDENT'S REPORT
- B. COMMUNICATION OF GOALS/OBJECTIVES OF DIRECTOR-AT-LARGE, EDI

Performance Measures

- 1. ESTABLISHMENT OF MONTHLY PRESIDENT'S REPORT
 - A. ONE REPORT/MONTH
 - B. NUMBER OF INQUIRIES AS A RESULT OF REPORTS

MONTHLY PRESIDENTIAL REPORTS



While holding the position of Student Union Society President, I aim to create lasting changes that will benefit future elected SUS Executives but more importantly, **future students**. One key aspect of this improved experience revolves around open communication with students regarding the behind the scenes work that goes on every day in an effort to make their post-secondary educational experience better. As President, I am heavily involved in the Canadian Alliance of Student Associations (CASA) which is the Federal advocacy group for Post-secondary institutions across Canada. Within that organization, as the newly elected Director of Equity, Diversity and Inclusion which provides me opportunities to advocate for Equity, Diversity and Inclusion in many areas of post-secondary (Check out needs based grants!) I also work and learn with the National Indigenous Advisory Council and hope to connect UFV Indigenous Students to the many opportunities that arise in the common goal of Indigenization!

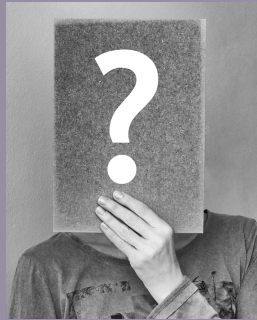
In addition to CASA, SUS is a proud member of the Alliance of British Columbia Students (ABCS) where we work and advocate with the various Ministers and the the Provincial Government using evidence-backed research to increase effectiveness and create change the lives of students. These are only 2 of the many organizations that UFVSUS is a member of and it is crucial students are made aware of this work and invited to share their own perspectives. To accomplish this, I will begin publishing a **Monthly President's Report** which will cover in detail any current topics that are being discussed around the many tables the SUS Executives sit at in addition to sharing the many opportunities available to students.

MEET THE TEAM

THE PEOPLE BEHIND THE PLANS



PRESIDENT



VICE
PRESIDENT
EXTERNAL



VICE
PRESIDENT
INTERNAL



VICE
PRESIDENT
STUDENTS

The 2020-2021 SUS Executive team is a highly-motivated, diverse, and hard-working group of students. As each member of the team has different educational backgrounds and life experiences, we are able to bring unique perspectives to the table that better represent the diverse student population of UFV. As a team that has been tasked with the job of holding office during during an unprecedented COVID-19 Pandemic, we chose to use this time as an opportunity to further drive change at UFV, in an establishment notorious for being static.

SUS PRESIDENT GOAL PLAN

**UFV STUDENT UNION
SOCIETY**

Got any
Questions?

DON'T BE SHY! E-MAIL ME AT
PRESIDENT@UFVSUS.CA



2020/2021