



STRATEGIC PLAN

2022-2025

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Purpose

Our Strategic Plan sets the overall goals for the University of the Fraser Valley Student Union Society (SUS) and connects our purpose with our mission, vision, and values.

As a Student Union with an elected Board of Directors, we are faced with the benefits and challenges that come with a more frequent turnover of our governing board than often faced by other non-profit organizations. While this can make long-term goals more challenging, updating our Strategic Plan every three years ensures we have room for new ideas and input and can respond to our dynamic and growing student membership.

In the absence of organizational strategic direction for an extended period, both Executive and Operations teams were consulted to ensure that this framework is both realistic and ambitious while allowing room for continued growth and input during the lifespan of the plan itself.

The 2022-2025 Strategic Plan is designed to provide a benchmark for monitoring our progress and will be reviewed annually by our elected Board of Directors. These broad organization intend to be a working document, a platform on which we can build, grow and drive positive change for our student members.

We are grateful for the resiliency, flexibility, and commitment shown by SUS and UFV students during the COVID-19 pandemic and as we return to campus, we feel excited and hopeful about the many opportunities on the horizon. We look forward to continuing to work together in building a more sustainable and impactful presence on campus.

Olivia Lake de Meza

Executive Director

Board of Directors 2022-2023

President: Nikiel Lal

Vice President External: Ashley McDougall

Vice President Internal: Adam Magalhaes

Vice President Students: Claudia Daboin

Student Representative at Large: Moninder Grewal

Student Representative at Large: Ishika Sethi

Board of Directors 2021-2022

President: Nikiel Lal

Vice President External: Ashley McDougall

Vice President Internal: Duncan Herd

College of Arts Representative: Danika Elias

Faculty of Professional Studies: Harman Gill

Faculty of Health Sciences Representative: Jasleen Brar

Faculty of Science Representative: Biyas Harry

Student Representative at Large: Moninder Grewal

Student Representative at Large: Adam Magalhaes

Mission	To be an inclusive community that provides high quality accessible programs and services. We are the unified voice advocating on behalf of student interests in the UFV community, ensuring each student has opportunities to thrive!
Vision	Inspire, equip, and empower the student community.
Values	<p>Respect We believe in forging and maintaining relationships based on mutual respect, where professionalism and a desire to help students underpin all our interactions.</p> <p>Growth We constantly strive for improvement by expanding our programs, providing opportunities for professional development to our staff and membership, and exemplifying innovation in the student non-profit sector.</p> <p>Stewardship We believe we have been entrusted with serving students, through accountable fiscal management and responsible student government, and that it is our duty to hold ourselves to the task.</p> <p>Impact We believe in ensuring that our services meaningfully empower and add value to our members' post-secondary experience.</p> <p>Compassion We seek to provide an inclusive community where the supports we offer students are accessible, equitable, and impactful.</p> <p>Leadership We believe in open and accountable communication, where student decision-makers are given a platform to make transparent and responsible advancements for their peers.</p>

Prioritize the Student Perspective

Enhance Programs and Services	Establish a Programs and Services Team that focuses on the delivery of high-quality SUS programs and services;
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Enhance Programs and Services

Define programming streams relevant to the student experience and offer purposeful and impactful events within these areas;

Create consistent programming in the SUB to build community and create connection points for students;

Improve the quality of the SUS Shuttle service by putting the contract out to tender and have a dedicated team to run and the service and provide support;

Rebrand and relaunch Advanced Leadership Program (ALP) by collaborating with the Esposito Family Centre for Innovation and Entrepreneurship (EFCIE) and the UFV Alumni Association (UFVAA);

Partner with local businesses to establish a student discount program;

Create a new health and wellness initiative that includes regular SUS programming in addition to an annual Wellness Week in partnership with UFV;

Expand the Angel Tree program by improving awareness and increasing participation;

Create an embedded monitoring and evaluation process for receiving feedback through surveys, focus groups, and meetings and using this data to shape and change how we operate.

Demonstrate Accountable Student Leadership

Establish a Finance and Governance Team to maintain the highest standards in financial processes and our governance procedures;

Mandate the release of an Annual General Report and redesign our financial reporting to be more easily accessible and understood by our membership;

Introduce a joint Executive Goal Plan that encompasses committee-wide goals and aspirations for the term in order to promote greater collaboration and accountability;

Streamline our Board calendar publishing procedures to allow for greater accessibility for our membership;

Demonstrate
Accountable
Student
Leadership

Enhance and expand advocacy standards on all levels including UFV and municipal, provincial and federal government;

Establish and maintain Standard Organizational Procedures (SOPs) on all external policies;

Reintroduce student awards, scholarships and financial supports;

Offer new and sustainable student support opportunities by creating and expanding SUS Endowment Funds;

Revitalize partnership with UFV Student Life to collaborate on the operations of the UFV SUS Foodbank and invest resources into long-term food security support for students;

Provide and promote a clear and transparent information regarding how money is dispersed by publishing an Annual Donor Report reflecting the total impact of UFVSUS financial contributions to the student community.

Improve Support
for SUS Clubs and
Associations

Review the scope of Club and Association funding to provide greater resource support;

Improve processes and procedures for Clubs and Associations funding applications to increase accessibility to funding;

Play an active role in supporting Clubs and Associations to achieve their objectives;

Promote free, accessible spaces on campus for student-run events and programming;

Create annual celebrations acknowledging the efforts of student leaders;

Outreach to Clubs and Associations on joint initiatives for programming and events.

Increase Student Engagement

Create Impactful Opportunities for Students to Get Involved

Revitalizing SUS' role in welcome weeks through increased collaboration with UFV departments;

Become an active participant in transforming students into alumni;

Collaborate with community partners to increase opportunities for students;

Increase engagement in governance events, such as SUS elections and Annual General Meetings;

Introduce a SUS volunteer program with training and recognition opportunities.

Be Innovative with Space in the Student Union Building

Explore collaboration opportunities to improve the indigenization of the SUB;

Develop new and existing student spaces that facilitate community including a Student Lounge to socialize and take a break;

Improve the SUB room-booking process to be more client friendly and flexible to the dynamism of events;

Transform underutilized spaces to enhance the student experience;

Provide drop-in programming.

Strengthen our Working Relationship with UFV

Maintain respectful and assertive advocacy for UFV students that seek solutions;

Stimulate meaningful communication and collaboration that strives to improve the overall student experience by looking at "the bigger picture";

Strengthen our Working Relationship with UFV	<p>Fully utilize existing opportunities to share the student perspective on UFV boards, standing committees, and panels;</p> <p>Ensure professionalism and a shared desire to see students thrive through comprehensive Executive onboarding.</p>
Become a Reputable Partner within the Local Community	<p>Running community outreach events by partnering with local businesses in the area;</p> <p>Support and promote local vendors and suppliers;</p> <p>Continue to grow the student discount program by encouraging additional businesses in the area to participate.</p>
Establish a Comprehensive Marketing Strategy	<p>Create cohesive branding and messaging through the development of a branding manual and style guide by sourcing relevant SWAG items that are of value for students and on-brand;</p> <p>Research the feasibility of launching a SUS store (physical or online) and explore product selection;</p> <p>Strategically incorporate marketing tools that bolster cross-team collaboration to achieve data-driven impactful delivery;</p> <p>Develop a digital engagement strategy to realize the full potential of SUS social media platforms in producing impactful content;</p> <p>Establish video production processes to produce content.</p>
Expand Fair Grounds	<p>Design and implement a social media strategy that fosters engagement and ways of connecting;</p> <p>Research the feasibility of providing service in other areas on campus;</p> <p>Establish new point of sale (POS) system to benefit consumers;</p>

Expand Fair Grounds Utilize real data to maintain and enhance service quality and standards;

Improve Fair Grounds seating area to provide a more welcoming and comfortable experience;

Create a new menu based on student feedback to ensure long-term sustainability.

Nurture SUS Culture

Embody an Organizational Culture that Prioritizes Teamwork and Celebrates Diversity

Facilitate an ongoing collaborative strategic planning process from inception through to review and evaluation;

Develop cross-team collaboration projects;

Intentionally prioritize activities and opportunities for team building and development;

Hold ourselves and one another accountable to students through regular, open, and transparent communication on our communication channels.

Increase Opportunities for Professional Development within SUS

Cultivating a culture of continuous improvement from as early as onboarding through investment in professional development resources;

Provide consistent training that is reflective of position and organizational values;

Embed Professional Development into individual, annually reviewed goal planning;

Ensure annual Justice, Equity, Diversity and Inclusion (JEDI) and anti-racism training is provided to all staff;

Encourage team members to actively seek out additional training opportunities.

Prioritize Justice, Equity, Diversity, and Inclusion (JEDI)

Establish team-wide JEDI, anti-racism, and unconscious bias training platform for continuous learning;

Ensure closed captioning on all online events and videos;

Incorporate accessibility tools throughout all SUS online platforms for people with disabilities;

Perform a JEDI audit of policies, bylaws, and practices;

Ensure all documents are created using gender-neutral language;

Strengthen working relationships with other student-led groups who are dedicated to JEDI;

Ensure the Campus Shuttle service is accessible to all.

Expand Opportunities to Produce Additional Income Streams

Explore and establish reliable revenue streams outside of membership fees, including student grants for internships and part-time temporary employment;

Utilize Fair Grounds as a viable revenue stream to fund specific programming;

Increase income-generating rental opportunities for unutilized spaces.

