

2018/2019 Executive Goals

The Students' Union Executive team is committed to representing, serving, and engaging students during our terms. This includes holding regular office hours, attending a variety of campus events, reaching out to students for feedback, and always being available to talk to students about their needs.

This document outlines the 2018/2019 goals set out by the SU Executive.

1. Empower students to thrive in an intellectual community

Creating space for students to engage in meaningful academic experiences is integral to student success.

- Advocate for the sustained maintenance of student oriented spaces.
- Promote the vitality of our academic community.
- Support the initiatives of student leaders.

2. Strengthen the Students' Union's organizational capacity

Access to quality and diverse businesses and services is integral to students interactions on campus and with the Students' Union.

- Review the Students' Union Strategic Plan and develop a long-term capital funding plan.
- Enhance the Students' Union marketing and communications.
- Implement a data driven approach to strategic decision making.
- Establish a strategy for the Students' Union to receive donations and develop an alumni network.

3. Enhance and inspire a welcoming campus

Students need to feel accepted and included on campus throughout their university lifetime.

- Develop our venues and events to promote inclusivity and interdisciplinary connections.
- Continue progress on a Charter of Student Rights.
- Strengthen student connection to our services and advocacy.
- Develop policies and resources that support student groups.

4. Broaden student opportunity through effective advocacy

The Students' Union will be proactive in advocacy efforts that contribute to the well being of students and the larger society.

- Emphasize the need for an affordable and predictable post secondary education.
- Ensure student accessibility to employment opportunity.
- Actively support and contribute to discussions of the effects of cannabis legalization on campus
- Connect students to the greater community through strategic partnerships.

5. Reconciliation

Reconciliation within postsecondary education is fundamental to creating an inclusive, diverse, and prosperous campus and community.

- Encourage indigenous content incorporation, including land acknowledgments in syllabi, across all faculties.
- Work with advocacy partners to develop goals based upon the Truth and Reconciliation Calls to Action.
- Support Indigenous student leaders on campus. Through collaboration, develop advocacy priorities that reflect Indigenous student needs specific to the University of Alberta.
- Advocate for on-campus programming that focuses on indigenous knowledges, traditions, and events.
- Develop Students' Union Building (SUB) spaces and artwork that reflects the history of Treaty 6 territory.

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1. Empower students to thrive in an intellectual community

Creating space for students to engage in meaningful academic experiences is integral to student success.

Advocate for the sustained maintenance of student oriented spaces.

- Ensure that investments and renovations in residences ultimately provide affordability, food security, and quality living to students.
- Lobby the provincial government to provide stable funding to sustainably address deferred maintenance. In particular, pursue student priorities in deferred maintenance, including safety, accessibility, and quality of education.
- Work with Association des Universitaires de la Faculté Saint-Jean to address specific challenges to food security, safety, and provincial funding for Campus Saint-Jean.
- Continue to advocate for accessible all-gender washrooms in all major renovation projects and develop plans to include accessible all-gender washrooms in all existing buildings.

Promote the vitality of our academic community.

- Support Association des Universitaires de la Faculté Saint-Jean in finding solutions to academic barriers facing students, including increased opportunity for interdisciplinary study and barriers to minors programs.
- Advocate for the development of the Instructor Evaluation Framework so that it improves ease of access to results.
- Pursue specialized support providers for specific campus needs, in particular sexual violence supports for students at Augustana campus.
- Advocate for improved academic advising by developing best practices across faculties.

Support the initiatives of student leaders.

- Provide meaningful professional development opportunities to student representative associations and regularly solicit feedback on ongoing advocacy efforts.

- Empower international students voices to advocate directly by supporting international student associations and groups by developing the Cultural Group Council, and expanding the Stride program to include international student programming.
- Continue to support and grow the Stride program, including securing grant funding and support from external partners.

2. Strengthen the Students' Union's organizational capacity

Access to quality and diverse businesses and services is integral to students interactions on campus and with the Students' Union.

Review and revise the Students' Union Strategic Plan and develop a long-term capital funding plan.

Enhance the Students' Union marketing and communications.

- Increase awareness of and access to the Students' Union's services and businesses by developing strategic marketing plans for all units and reviewing the brand image of the Students' Union.
- Invigorate the Students' Union's online presence by redesigning our website, registries, and social media presence.

Implement a data driven approach to strategic decision making.

- Optimize the bars by providing consistent menu options, weekly programming, and service.
- Make strategic use of survey data to build stronger understanding of community needs on campus.
- Make improvements to the Campus Activities Board to assess and improve Students' Union events.

Establish a strategy for the Students' Union to receive donations and develop an alumni network.

- Create a formalised Students' Union alumni network and connection with University of Alberta Advancement to build stronger relations with the greater society and campus community.
- Establish a long-term strategy for the Students' Union to consistently and reliably take charitable donations to support specific initiatives.

3. Enhance and inspire a welcoming campus

Students need to feel accepted and included on campus throughout their university lifetime.

Develop our venues and events to promote inclusivity and interdisciplinary connections.

- Increase the frequency and diversity of community based events, initiatives, and programming on campus.
- Develop Student' Union businesses to be more reflective of student needs and market trends.
- Adopt a campus skill sharing network to develop connections between students across faculties.
- Ensure that we make environmentally sustainable decisions in regards to Students' Union operations.

Continue progress on a Charter of Student Rights.

- Begin the governance process to ensure a Charter of Student Rights is produced at the University of Alberta.
- Create a student census to understand the demographic needs of the University of Alberta.

Strengthen student connection to our services and advocacy.

- Be fully prepared for provincial and federal elections, including public engagement and get out the vote campaigns.
- Build stronger connections with representative organizations through partnerships including consultation on advocacy efforts, town halls, and open office hours.
- Continue the Students' Union's existing work on tenants' rights advocacy to government and create educational materials for students living on campus.
- Better connect students to wellness services with targeted marketing and online resources.

Develop policies and resources that support student groups.

- Streamline supports for student groups and campus stakeholders by creating a Students' Union catalogue and improving customer relationship management.
- Develop clear policies for the management of student groups and coordinate with the Dean of Students to create a fair and robust process.

4. Broaden student opportunity through effective advocacy

The Students' Union will be proactive in advocacy efforts that contribute to the well being of students and the larger society.

Emphasize the need for an affordable and predictable post secondary education.

- Push for a tuition framework model that includes a sustainable, predictable, and affordable model for both domestic and international students that adequately funds universities.
- Ensure that the outcomes of any tuition or funding framework changes are fully communicated to students.
- Push for reforms to the financial aid systems to move tax credits into up-front grants, opening more opportunities for international students, and expanding the income threshold on student loans.
- Advocate that federal government increase Campus Saint Jean funding through Official Languages Funding Programs and that any funding given to the University of Alberta for Campus Saint Jean be given directly to the faculty.
- Advocate for instructors to use affordable classroom materials, such as Open Educational Resources.

Ensure student accessibility to employment opportunity.

- Push that any work programs offered by government prioritize year-round, entry level career positions that serve students priorities.
- Pursue improvements for international students by advocating for loosened regulation on working hours, allowing international students to partake in co-ops and internships under their student visa, and creating fair on-campus job opportunities.
- Prioritize the growth of programs that include career relevant work experience, including community service learning and comparable programs.
- Pursue mutual agreements, starting with the City of Edmonton, to advertise student opportunities in a single resource.

Actively support and contribute to discussions of the effects of cannabis legalization on campus

- Monitor the effects of cannabis on the Students' Union, campus, and the general community to develop stronger policy, legislation, and educational practices.
- Run an educational campaign to inform students as to when, where, and how they may consume cannabis on campus.

Connect students to the greater community through strategic partnerships.

- Build constructive strategic partnerships with other student associations across the country, particularly with the Canadian Alliance of Student Associations and Council of Alberta University Students, to strengthen advocacy and research that will benefit students.
- Support students off campus by ensuring that the City of Edmonton consults with the Students Union on major transit, housing, and zoning projects that affect their access to campus.
- Work with the Edmonton Student Alliance, Edmonton City Council, Camrose City Council, Explore Edmonton and private organizations to introduce and better advertise student discounts at events and activities.

5. Reconciliation

Reconciliation within post secondary education is fundamental to creating an inclusive, diverse, and prosperous campus, community, and society.

Encourage interdisciplinary indigenous content incorporation, including land acknowledgments in syllabi, across all faculties.

Work with advocacy partners to develop goals based upon the Truth and Reconciliation Calls to Action.

- Continue to support the Canadian Alliance of Student Associations' advocacy in ending the federal backlog for the Post Secondary Student Support Program and actively support new partnerships for more diverse asks.
- Actively support the Council of Alberta University Students in developing provincial partnerships and research backing to lobby the provincial government.

Support, collaborate, and strengthen relationships with Indigenous student leaders on campus. Through collaboration, develop advocacy priorities that reflect Indigenous student needs specific to the University of Alberta.

Advocate for on-campus programming that focuses on indigenous knowledges, traditions, and events.

- Grow the Students' Unions capacity to host indigenous programming.

Develop Students' Union Building (SUB) spaces and artwork that reflects the history of Treaty 6 territory.

- Pursue designating appropriate SUB rooms as smudging friendly, as per the university's guidelines.
- At the next available opportunity, commission indigenous art within SUB.

The University of Alberta Students' Union (SU) is the official body that represents all undergraduates, and advocates on their behalf at the university and all levels of government. The SU is a proactive organization that is run by students for students: we operate a variety of businesses designed to appeal to students, and provide access to a wide range of student-centric services. We also operate - and own - the Students' Union Building, and manage a budget of more than \$14 million, with more than 200 staff.