# The King's University Students' Association Strategic Plan 2023-24

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| **VISION** | An engaged student fellowship that is empowered by servant leadership and uplifted through community |
| **MISSION** | TKUSA is a non-profit association existing to amplify the student voice through effective governance and impactful advocacy. We serve to enhance the student experience while organizing essential programs and engaging events. |
| **VALUES** | Integrity: we are honest, respectful, and accountable. Connection: we are collaborative with our community. Service: we are committed to being accessible. |

| GOAL 1: Focus the SA efforts on developing longevity and sustainability through good-governance and servant leadership. LEAD: PRESIDENT | | | | | |
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| **Strategies** | **Action** | **By Whom** | **By When** | **Resources** | **Update** |
| Unified executive board | Weekly Executive Board meetings through the school year and biweekly over the summer<br>Weekly meetings with ED<br>Monthly meeting with individual executives<br>EB gets access to important training opportunities in first aid, media, conflict styles<br>Establish communication processes for regular team communication (group chat) | President<br><br>President<br>President<br><br>President<br><br><br>President | | | |
| Enhance the General Council | Promote opportunity for Director position at orientation<br><br>Add student advisor for EDI advisor on the team<br><br>Clearly identify roles of the General Council Connecting with students about the Director opportunity at all September events and social media promotion.<br><br>Identify advocacy priorities for the year with GC | President<br><br>President<br><br>President<br><br><br>President<br><br>President | | | |
| Build capacity for student development, transitions and resources for the continuity for the organization | Mentoring new people in to the SA<br>Looking into a capital investment account for long term investments<br>Encouraging current executives and directors to continue in roles | President<br><br>President<br><br>President | | | |

| Strategies | Action | By Whom | By When | Resources | Update |
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| Further enrich our relationships with key partners inside and outside the university | Prepare Chronicle Article for January's edition and March's edition<br>Vote to President's Council<br>Attend Board of Governors<br>Connect with leaders of student groups to maintain good standing and positive relationships<br>Offer a townhall in January<br>Work with the VPE on external advocacy in the city, province and municipality<br>Visit other SA offices to learn from other instutions<br>Referencing student survey and feedback in advocacy priorities<br>Organize student feedback opportunities | President<br>President<br>President<br><br><br>President<br>President<br><br>President<br><br>President<br><br>President<br>President, VPI, VPE | | | |

| GOAL 2: Provide comprehensive programs and services to enhance the student experience. |
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| LEAD: VP STUDENT SERVICES |

| Strategies | Action | By Whom | By When | Resources | Update |
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| The promotion of TKUSA's online presence and student engagement efforts. | Work with the MC to promote club activities<br><br>Establish a schedule with the Clubs to set up as much planning as possible in the future<br>Events calendar on website - work with different departments for planning<br>Send social media information to<br>Develop an agenda with the Admin Assistant over the summer<br>Produce a Chronicle Article For February's edition | VPSS | | | |
| Offering key events that will be inclusive, entertaining and help build community | Ongoing coordination with clubs, student life and community life coordinator to become the HUB of all events on campus<br>Offer TNL with student life, clubs and athletics<br>Met with athletics about advocating for improvements for the workout room and an intermurals option and a schedule for the gym to promote availability<br>Offer three keystone events - Fall Kickoff, Winter Kickoff and Battle of the Bands | <br><br>VPSS<br>VPSS<br><br><br><br>VPSS<br><br>VPSS | | | |

| Strategies | Action | By Whom | By When | Resources | Update |
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| | Set up a volunteer and decoration committee for seasonal events in the Level | VPSS | | | |
| | Participate in orientation - Colour me Kings, Booth and Clubs promotion | VPSS | | | |
| The delivery of valuable student services | Review the cafeteria's contract and come up with a plan with Conference Services to offer valuable and discounted options for students | VPSS | | | |
| | Develop a clubs menu and process | VPSS | | | |
| | Look at coordinatoring a student mentorship program with Student Life & CTL & Admissions for fit with the navigators and the ambassador program | VPSS | | | |
| | Improve promotion of student services such as We Speak, REES, GBV, CTL | VPSS | | | |
| | Collaborate with Cobs on the Pantry program and confirm volunteer lead to pick up from Cobs | VPSS | | | |
| | Look on FB marketplace for a small freezer for The Pantry | VPSS | | | |
| Continually enhance club policy and procedures | Club meeting before the end of term with Presidents | VPSS | | | |
| | Ongoing work with clubs to support their bookings, catering booking and budget | VPSS | | | |
| | Club Presidents meetings once per term | VPSS | | | |
| | Club Fair and Clubs at orientation | VPSS | | | |

**GOAL 3: Enhance our relationship with students, faculty, and staff, and improve the reputation of the SA within the University with communication, trust and accountability.**

**LEAD: VP INTERNAL**

| Strategies | Action | By Whom | By When | Resources | Update |
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| Enhance ongoing relationships with internal committees and groups in the University. | Represent as an advisor on GFC | VPI | | | |
| | Voting member on Senate | VPI | | | |
| | Contribute to the IS Committee | VPI | | | |
| | Student Advisor on the CAM Committee | VPI | | | |
| | Advisor on the Mental Health task force | VPI | | | |
| | Student advisor on the Anthology Committee | VPI (& Jonathan) | | | |
| | Set up a planning meeting with Student Life | VPU, VPSS, ED | | | |
| Improve our standard of digital transparency and our communication plan overall. | Manage the website project with the summer student and marketing coordinator | VPI, MC | | | |
| | Ensure policies are updated on the website | VPI, MC | | | |

| Strategies | Action | By Whom | By When | Resources | Update |
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| | Develop a flow chart graphic to know who to talk to when | VPI, MC | | | |
| | Confirm that our Events Calendar is up to date. | VPI | | | |
| | FAQ section online on the website | VPI | | | |
| | Continue to work and develop the schedule for Instagram | VPI, MC | | | |
| | Develop a social media and communication policy | VPI, MC | | | |
| | Prepare an article in the October issue of the Chronicle | VPI | | | |
| Improve, evaluate and provide accountability to internal processes | Identifying gaps in procedures with ED and Admin Assistant | VPI | | | |
| | Establish Policy Review Committee | VPI | | | |
| | Meet monthly with the ED to review the budget | VPI | | | |
| | Assist in budget orientation with General Council Directors | VPI | | | |
| | Prepare with ED and President for the AGM | VPI & President | | | |
| | Review bylaws with the ED to prepare for update at the AGM | VPI & ED | | | |
| Support students requiring academic advocacy or appeals | Meet with Dean of Students and CTL to learn more about the processes | VPI | | | |
| | Develop a communication plan to assist students in accessing the information | VPI | | | |

| GOAL 4: Advocate for student needs and promote student interests with external partners, initiatives, and connections. |
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| LEAD: VP EXTERNAL |

| Strategies | Action | By Whom | By When | Resources | Update |
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| Promote and enhance TKUSA's reputation in Alberta, interconnecting King's with the broader post-secondary community to both learn and contribute | Network with Vendors in the area and possible partners (City of ED) to develop relationships | VPE | | | |
| | Evaluate other SA food bank programs to update the policy and program | VPE | | | |
| | Met with local polictical representatives as they come to the university | VPE | | | |
| | Connect with other local SAs to learn more about their processes and structures | VPE | | | |
| Value for members within the external community | Connect with CCC (Witty Sandle) to look at a jobs fair or how to promote other opportunities across Edmonton | VPE | | | |

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| | Collarborating with the librarians and other University stakeholder | VPE & Library | | | |
| | Look at opportunity to sell the Upass, ARC card or student bus passes to be sold on campus. | VPE & other internal departments | | | |
| | Looking at grants for future SA projects | VPE & Development | | | |
| Usefully informing and empowering students | Develop a survey about key issues impacting students | VPE & VPI & Institutional research | | | |
| | Developing an EDI Council of students under the SA & sit on general council as an advisor | VPE & VPI | | | |
| | Explore our role with Youth Climate Corp. with Peter Mahaffey | VPE | | | |
| | Prepare a Chronicle article for Novembers issue | VPE | | | |