

**The Kings University Students' Association**  
**Strategic Plan 2022-2023**

**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.

<b>Strategy 1: Focus the SA efforts on developing longevity and sustainability through Good-governance and servant leadership.</b>					
Goals	Tasks	Responsible	Timeline	Update	Notes
1. Unified executive board	<ul style="list-style-type: none"> <li>Monthly general council meeting</li> <li>Exec board</li> <li>Open communication b/t all execs</li> </ul>	President GM	Ongoing		
2. Enhance the GC (1 <sup>st</sup> yr focus possibly)	<ul style="list-style-type: none"> <li>Have all 4 positions filled</li> <li>- Fair representation of</li> </ul>	President	ongoing		

	<p>first years – help foster commitment</p> <ul style="list-style-type: none"> <li>• Also include all students in representation</li> <li>• Clearly identify roles of the GC and make accessible</li> <li>• Add director nomination form online</li> <li>• Promote GC at orientation and retreat</li> </ul>				
<p>3. Develop TKUSA continuity through longstanding relationship and developing culture of community</p>	<ul style="list-style-type: none"> <li>• Connect with alumni</li> <li>• Develop long term fiscal plan with opening of new capital investment account for the association - the purpose of the CIA will go towards future SA spaces (5-6% of student fees)</li> </ul>	<p>All Execs Admin Assistant</p>	<p>Ongoing</p>		

	<ul style="list-style-type: none"> <li>• Develop culture of student facing events programs and leaderships and encourage student engagement for better of community</li> <li>• Promote and expand upon MH resources available to students</li> </ul>				
<p>4. Further enrich our relationships with key partners inside and outside the university</p>	<ul style="list-style-type: none"> <li>• Continue collaborative attitude with Kings</li> <li>• Use position of vice chair of ESA to great effect to advocate the needs if king's students to the city government</li> <li>• Foster new relationship with LBA (as new Student group)</li> <li>• Grow relationship with EDSA</li> </ul>	<p>President</p>	<p>ongoing</p>		

	<ul style="list-style-type: none"> <li>Review policy on sexual harassment</li> </ul>				
5. Promote and develop environmental sustainability within the association	<ul style="list-style-type: none"> <li>Connect with YCC</li> <li>Continue level coffeehouse sustainability</li> <li>Promote stewardships of creation through sustainability through having guest speakers, awareness events and collab with institutional research</li> <li>Connect with Micah centre</li> </ul>				
<b>Strategy 2: Provide comprehensive programs and services to enhance the student experience.</b>					
Goals	Tasks	Responsible	Timeline	Update	
6. The promotion of TKUSA's online presence and student engagement efforts.	<ul style="list-style-type: none"> <li>Development of a marketing and communications plan</li> <li>Creation of a monthly newsletter (Anika and Sydney)</li> <li>Updated events calendar on website</li> </ul>	<ul style="list-style-type: none"> <li>VP Student Services</li> <li>M&amp;E Coordinator/GM</li> <li>VP internal</li> </ul>		<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Weekly updates/announcements on moodle page</li> <li>Contests on moodle page instead of insta – more inclusive and accessible</li> </ul>

	<ul style="list-style-type: none"> <li>• Maintaining all social media accounts – insta calendar (Josh)</li> <li>• Development of an agenda (Anika and Sara)</li> <li>• Updating the website</li> <li>• Development of moodle page (Sydney)</li> <li>• Regular TKUSA column in The Chronicle</li> </ul>				
7. Offering key events that will be inclusive, entertaining and help build community	<ul style="list-style-type: none"> <li>• Outline TKUSA specific events and other dept events</li> <li>• Offer Thursday nights at the Level with Student Life and Athletics</li> <li>• Ongoing coordination with clubs, student life, university, athletics, and residence to become the “hub” of all events</li> <li>• Offer two keystone events – Battle of the Bands and Fall Kick off</li> </ul>	<ul style="list-style-type: none"> <li>• VP Student Services</li> <li>• M&amp; E Coordinator</li> </ul>		<ul style="list-style-type: none"> <li>• Thursday nights at the Level schedule developed and being offered</li> <li>• Connection with athletics</li> <li>• Offered a fall kick off and plans underway for a winter kick off</li> <li>• Halloween treats, Indigenous Day support</li> <li>• Participate in Orientation</li> <li>• Spring Social</li> <li>• Valentine’s events</li> <li>• Winter Skating/fire hot chocolate events</li> </ul>	

	<ul style="list-style-type: none"> <li>• Look at opportunities for seasonal events or campaigns/giveaways to foster engagement with students.</li> <li>• Participate in Orientation</li> <li>• Create an events team</li> </ul>			<ul style="list-style-type: none"> <li>• Battle of the Bands</li> <li>• Dodgeball event</li> <li>• More mental health/morale events important to healthy community building</li> </ul>	
8. The facilitation of the delivery of valuable services to our students	<ul style="list-style-type: none"> <li>• Make WESPEAK info accessible, give to Angela to put info in her office, FAQ</li> <li>• Enhance The Pantry program in collaboration with facilities for our students set up packages for year end?</li> <li>• Look further into CTL (centre for teaching and learning) and the possibility of tutoring services – how can we promote?</li> <li>• Meet with Development about the opportunity to</li> </ul>	VP Student Services Admin Assistant		<ul style="list-style-type: none"> <li>• Ongoing work with We Speak on improving communication for students</li> <li>• Work with students to support their questions</li> <li>• Set up the Pantry and volunteers to operate.</li> <li>• Started discussions around an SA Scholarship with Development</li> <li>• Ongoing meetings with Career and Calling Centre to see opportunities to collaborate</li> </ul>	

	<ul style="list-style-type: none"> <li>create an SA Scholarship</li> <li>• Look at the possibility of a resource bank for students</li> <li>• Meet with Career and Calling centre to explore options for mentoring programs and Work Integrated Learning opportunities (Anika and Magdalena)</li> <li>• Advertise for pantry volunteers</li> <li>• Should we be promoting Kingjiji?</li> </ul>			<ul style="list-style-type: none"> <li>• Sara to provide claimsecure phone number</li> <li>• Pantry is donation drive – cash donations are always easier for us but food donations are often more appetizing for most to donate</li> <li>• Pantry volunteers to collect donations, not just supervise closet</li> </ul>	
9. Explore opportunities to grow and improve The Level's profitability and offerings on campus	<ul style="list-style-type: none"> <li>• Work closely with the Level Manager and Assistant Manager to look at promotional opportunities</li> <li>• Fix the coffee cart</li> <li>• Connect through the Level Committee to see how the Executive Board can support the Level operations</li> <li>• Inform and collaborate with Izzy</li> </ul>	VP Student Services GM Admin Assistant		<ul style="list-style-type: none"> <li>• Weekly manager meetings with Level Manager</li> <li>• Improved inventory and cash out processed, switched up vendors and improved budget process</li> </ul>	

	to ask if event organizers want the level open during their event				
10. Continually enhance club policy and procedures	<ul style="list-style-type: none"> <li>Establish a Clubs Committee to better connect with our clubs on campus.</li> <li>Ongoing work with Clubs</li> <li>Ensuring clubs promote clubs fair</li> <li>Online club applications, not paper</li> </ul>	VP Student services Admin Assistant			
<b>Strategy 3: Enhance our relationship with students, faculty and staff, and improve the reputation of the SA within the University with communication, trust and accountability.</b>					
Goals	Tasks	Responsible	Timeline	Update	
11. Enhance ongoing relationships with internal committees and groups in the University.	<ul style="list-style-type: none"> <li>Ongoing work with EDSA, LBA, Residence and other large groups.</li> <li>Sit on GFC and Senate</li> <li>Sit on IS Committee</li> <li>Sit on Mental Health Committee</li> <li>Sit on CAM Committee</li> </ul>	VP Internal Admin Assistant	Ongoing		



<p>12. Improve our standard of digital transparency and our communication plan overall.</p>	<ul style="list-style-type: none"> <li>• Timely website updates</li> <li>• Communication plan developed</li> <li>• Moodle page updated</li> <li>• Social media updated and strategy developed</li> </ul>	<p>VP Internal GM Marketing Coordinator</p>			
<p>13. Improve, evaluate and provide accountability to internal processes</p>	<ul style="list-style-type: none"> <li>• Develop a policy review committee.</li> <li>• Identify gaps in procedures with GM and Admin Assistant</li> <li>• Meet monthly with GM to complete monthly reconciliations</li> <li>• Meet quarterly with GM to review the budget and any bring to the board's attention any upcoming shortfalls or issues.</li> </ul>	<p>VP Internal GM Admin Assistant</p>			
<p>14. Support students requiring academic</p>	<ul style="list-style-type: none"> <li>• Review the current appeal process</li> <li>• Develop a flow chart to support student</li> </ul>	<p>VP Internal Admin Assistant VP Student Services</p>			

advocacy or appeals	information on process. <ul style="list-style-type: none"> <li>• Work with the Centre for Teaching and Learning an</li> <li>• Create a document to help outline the academic appeal process for students</li> </ul>				
<b>Strategy 4: Champion student needs and celebrate student interests with external partners, initiatives, and connections.</b>					
Goals	Tasks	Responsible	Timeline		
15. Promote and enhance TKUSAS reputation in Alberta interconnecting kings with the broader post-secondary community to both learn and contribute	<ul style="list-style-type: none"> <li>• Touring other SAs</li> <li>• Involved in ASEC and lobbying team</li> <li>• Participation in ESA</li> <li>• Connecting with municipal and provincial leaders</li> <li>• Networking and connecting with stakeholder and other relevant partners</li> </ul>	President VP External	Ongoing	<ul style="list-style-type: none"> <li>• Board membership on ASEC</li> <li>• Participation in ESA</li> </ul>	
16. Value for members	<ul style="list-style-type: none"> <li>• To evaluate comparable policy from other institutions and</li> </ul>	VP External		<ul style="list-style-type: none"> <li>• Promoting the value of a liberal</li> </ul>	

	<p>ensuring that kings remain up to date in our students benefit from the most creative, effective, and fair policies possible</p> <ul style="list-style-type: none"> <li>• finding grants and databases</li> <li>• OERs - Collaborate with librarians/experts</li> <li>• Allowing students maximum benefit from our external connections and reputation with employment and engagement opportunities – volunteer databases and job banks</li> </ul>			arts education	
17. Usefully informing and empowering students	<ul style="list-style-type: none"> <li>• setting up podcast</li> <li>• accessible office hours</li> <li>• Updating the advocacy page on the website</li> </ul>	Executive Board		•	

	<ul style="list-style-type: none"> <li>• Surveys for students, focus groups</li> <li>• Column in The Chronicle</li> <li>• Connecting with the YCC to determine alignment with the SA</li> </ul>				
18.	<ul style="list-style-type: none"> <li>•</li> </ul>			•	