



YEAR PLAN 2018-2019

Submitted by the UWSA Executive Team 2018-19

Please note: This document sets the foundation for our year together but is a living, constantly changing document based on the emerging needs of our Membership.

MISSION STATEMENT

We will be known as the best student-led organization designed to meet students' needs. We will strive relentlessly to enhance student life through advocacy, representation and service.

INTRODUCTION

This Year Plan sets to guide the UWSA with a vision and direction for the upcoming 2018-19 year. The document helps to clarify the specific desired outcomes of the Executive's goals and strategies to fulfill its mandate.

The one-year strategic plan was designed with a focus on the mission of the UWSA and in conjunction with existing services, campaigns and any matters as they arise concerning the UWSA Membership and their wellbeing.

TERMS DEFINED

Various UWSA-specific terminology is used throughout this document. For reference purposes, please note the following:

- **"Board"** means the Board of Directors
- **"Comms"** means "communications"
- **"Executive"** means the President and the Vice-Presidents as a collective
- **"GM"** means the "General Manager"
- **"SGC"** means the "Student Groups Coordinator"
- **"VPFO"** means the "Vice President Finance and Operations"
- **"VPSA"** means the "Vice President Student Advocacy"
- **"VPSS"** means the "Vice President Student Services"

(1) STUDENT REPRESENTATION

1. Equity Collective

Equity Collectives are safe spaces for marginalized communities to discuss the phobias that affect them most and work with the full support and resources of the UWSA to combat those same phobias.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Known by 10% of students ○ Self-sustaining with own leads and 5-10 active members ○ Generates 2 advocacy ideas to educate campus 	<ul style="list-style-type: none"> ○ President ○ VPSA 	<ul style="list-style-type: none"> ○ Social media ○ Active recruitment – societies, services, clubs ○ Partnerships ○ Funding – Board ○ Continuity & transition 	<ul style="list-style-type: none"> ○ Late October

2. First Year Council

This initiative is a body of elected first-year student representatives, meant to share common concerns and innovative ideas to improve the overall frosh/first-year experience.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Each society sends 1 rep ○ First Years feel heard and involved ○ Reps actively contacting 1st years ○ 1 in 4 FYs know about UWSA 	<ul style="list-style-type: none"> ○ President ○ VPSA ○ VPSS 	<ul style="list-style-type: none"> ○ Campus – ISC, SSC, Flannagan, Societies ○ Recruitment/promotion <ul style="list-style-type: none"> ○ Graphics ○ Orientations/"101" classes ○ Continuity & transition 	<ul style="list-style-type: none"> ○ Mid-October

3. BlueGold Pack

The Pack is the UWSA’s own central volunteer base and “hype squad” street team. They’re divided into teams, each with a different core purpose, and overall tasked with breathing life into campus and invigorating our community with Lancer spirit.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ 10 active volunteers ○ 2 more volunteers thru each active volunteer ○ Attendance at all major UWSA events ○ Recognized as universal “hype squad” 	<ul style="list-style-type: none"> ○ President ○ VPSA 	<ul style="list-style-type: none"> ○ UWSA gear ○ Campus – LancerNation, Student Experience, societies ○ Social media ○ Class talks ○ Posters ○ CCT – approval in progress 	<ul style="list-style-type: none"> ○ Early September

4. “Out of Office” Office Hours

With Executives often spending so much time behind the four walls of the UWSA office, this initiative seeks to **bring** the UWSA to our Membership. We will hold consistent office hours at the Downtown Campus, housed within our new UWSA office at the School of Creative Arts - Armouries Building, and pop-up office hours at faculty buildings farther away from Main Campus.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Students recognize active UWSA presence on Downtown Campus and in distant faculties (Engineering, Odette, etc.) ○ Execs are interacting with min. 10 students/week 	<ul style="list-style-type: none"> ○ All 	<ul style="list-style-type: none"> ○ Social media ○ In-person promo ○ Daily News ○ Feedback surveys ○ Posters ○ Society communications 	<ul style="list-style-type: none"> ○ Early October

5. Board Strategic Plan

This initiative will be driven by our Board of Directors, with the hopes that the UWSA will finally have a firm long-term, 3-year vision that consistently meets and adapts to the emerging needs of our Membership. It is expected that this will be a lengthy consultative process and the Board will be given the Executives' full support.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ A 3-4 year vision exists for the UWSA ○ Future executive goals will align within this framework 	<ul style="list-style-type: none"> ○ Board ○ Executives ○ Permanent Staff 	<ul style="list-style-type: none"> ○ Board strategy meetings – Ad-hoc ○ Student/staff consultation ○ Board approval 	<ul style="list-style-type: none"> ○ Early November

6. Presidents' Council

This initiative is not new but is certainly needed. Recently approved into policy by the Board of Directors, the Presidents' Council gathers the Presidents of all Societies and of the UWSA to sit at one table, discussion common issues, collaborate and share ideas, and work towards building a safe, inclusive and fun campus for all Lancers.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ All Society Presidents or their delegates are actively attending meetings ○ The Council engages in collaborative ideas 	<ul style="list-style-type: none"> President/VPFO 	<ul style="list-style-type: none"> ○ Society involvement ○ Rep. attendance 	<ul style="list-style-type: none"> ○ Late September

(2) STUDENT SERVICE

1. UWSA Hub Reboot

Many student groups expressed the need for changes to be made to the current CampusVibe software, which is marketed as the “UWSA Hub” and used as the UWSA’s central clubs database. While we did take the initiative of evaluating similar software, CampusVibe remains predominant in the Canadian market, especially among student unions. It is cost effective and introduces changes based on the needs of their customer base. We are working closely with the CampusVibe team to introduce crucial updates that will improve productivity, the flow of communication, and make the UWSA Hub the go-to spot for all-things campus life. The new changes will be released at the Clubs Summit, as we introduce UWSA Hub 2.0.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ 80% satisfaction with UWSA Hub ○ Clubs see it as bridge, not barrier ○ Students see it as pathway to opportunities 	<ul style="list-style-type: none"> ○ SGC ○ VPFO ○ President 	<ul style="list-style-type: none"> ○ Feedback surveys 	<ul style="list-style-type: none"> ○ September

2. Laptop Loaner Service

This initiative was introduced by the former UWSA International Students’ Representative and has since been championed by the Executives. In response to a student survey that expressed clear need for a free, bookable laptop loaner service, we are working with the Leddy Library to find cost-efficient laptop units that will be accessible to all University students in times when they need it most.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Business plan is made ○ Students in need can access service ○ Students in need are satisfied 	<ul style="list-style-type: none"> ○ Executives ○ Board 	<ul style="list-style-type: none"> ○ Feedback surveys ○ SOCR fund approval – units ○ Inexpensive units 	<ul style="list-style-type: none"> ○ Early November

3. Free Printing Initiative

We have been in discussions with the Leddy Library and will be engaging in conversations with Senior Administration regarding the need to subsidize the costs of printing. Due to the funding models currently utilized, “free printing” is not presently an attainable goal. However, allowing students to print a limited amount of paper at zero costs is absolutely within the boundaries of possibility. We are discussing solutions, both short- and long-term, to provide students with this limited “free printing” in hopes of making student lives easier and less of a financial burden.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ A limited amount of paper can be printed for free ○ Students are satisfied with the free threshold 	<ul style="list-style-type: none"> ○ President 	<ul style="list-style-type: none"> ○ Funding strategy (through Leddy or UWSA) ○ Active feedback 	<ul style="list-style-type: none"> ○ Early November

4. UWSA Website Redesign

The website is being actively updated and redesigned to offer a more personable, accessible, and professional service to students. It should never take more than two clicks to find what you need.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Site looks professional and clean ○ Students feel it is personable and accessible ○ Fully updated 	<ul style="list-style-type: none"> ○ Comms. Director ○ Executives 	<ul style="list-style-type: none"> ○ Meetings with Comm. Department ○ Douglas Marketing 	<ul style="list-style-type: none"> ○ September

5. UWSA Discount Card

This initiative was brought forward at the Board level and has been taken up by the Executives. In exchange for a student's \$60 UWSA Membership Fee (in addition to the other various fees paid for our services), we want to ensure that our students get something rewarding in return. We'll be launching UWSA discounts with local businesses to ensure our Members know that their membership has its benefits.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Our Members receive benefits in exchange for their \$30 Membership Fee ○ Members take advantage of the card's discount rates ○ Local businesses support the card 	Executives	<ul style="list-style-type: none"> ○ Solicitation of local businesses ○ Comm. plan ○ Funding for cards 	<ul style="list-style-type: none"> ○ November

6. JIRA Core: Internal Communication

We will begin utilizing and adapting to JIRA Core, a project/task management software, with the goal of improving our internal communication and ensuring a seamless flow of communication within our projects and individual tasks. The idea is to enhance the productivity of our internal processes so our services to our Members will in turn be more efficient.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Executives & staff are using JIRA for easier integrated workflow ○ Actively used as a secure collaborative platform 	President/GM	<ul style="list-style-type: none"> ○ Funding – Board approved ○ Implementation - training 	<ul style="list-style-type: none"> ○ September

7. Financial Literacy Resources

We will be partnering with various campus organizations to deliver free resources, such as trainings, workshops, printed materials and presentations, on financial literacy. We want to ensure our Members have the tools they need to survive and progress financially.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Students have increased access to financial literacy 	<ul style="list-style-type: none"> ○ VPFO 	<ul style="list-style-type: none"> ○ Comm. Plan 	<ul style="list-style-type: none"> ○ Year-round

8. The Hum Café & Lounge: Grand Opening

The Hum Café & Lounge is a \$1.2-million project that resulted from a 2013 survey of our student Membership. Then, the UWSA received a clear direction from the students on what they wanted for a student-run business. The lounge is meant to be a revenue-generating space for students to eat, relax, and connect with old and new faces. Other unions often manage their student businesses at a deficit; we are committed to implementing an innovative business plan that generates profit and ensures student dollars don't go to waste. The Hum will feature its grand opening this Fall with its full liquor licence.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Makes a profit ○ Balances service vs. business ○ Students are given job opportunities 	<ul style="list-style-type: none"> ○ VPFO ○ GM ○ UNIWIN Board 	<ul style="list-style-type: none"> ○ Internal policies ○ Comm. Plan ○ Staff 	<ul style="list-style-type: none"> ○ Mid-October

(3) STUDENT ADVOCACY

1. Memorandum of Understanding (MOU)

The MoU has been in negotiations since 2015, where the University and the UWSA were on less than favourable terms. The drafted document then and now is significantly different, with changes made to ensure this agreement is limited to mutual trust, cooperation, open communication, and protection of our financial and legal independence as our own legally incorporated student union. The MoU was reviewed by our Board of Directors and subsequently signed by both the Presidents of the UWSA and the University of Windsor.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Acceptable agreement on trust/mutual support with the University ○ Prevents the University from unilaterally withholding fees (as seen at other campuses) 	<ul style="list-style-type: none"> ○ Executives 	<ul style="list-style-type: none"> ○ Meetings with Dr. Wildeman & Sandra Aversa ○ Board review ○ Executive/legal approval 	<ul style="list-style-type: none"> ○ May

2. Office of Student Empowerment

This newly-created office will host a Student Advocate that is accountable solely to students through an independent committee of students and exists to personally and confidentially empower students with knowledge of legal-related student issues.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Students have an accountable & independent office to access for legal-related student issues 	<ul style="list-style-type: none"> ○ Executives ○ OPUS 	<ul style="list-style-type: none"> ○ Funding model – other unions ○ OSE Fund ○ Board approval 	<ul style="list-style-type: none"> ○ Mid-October

3. Town Halls

We will be organizing town halls on a consistent basis to receive feedback regularly and directly from our Membership as it relates to the measurable outcomes of our goals and their emerging needs as our constituents. We want our Membership to have an organized and safe space in which they can share their ideas and hold their elected representatives accountable for their actions.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Active search for feedback ○ Finding solution of public issues through public consultation ○ Positive perception of the UWSA 	<ul style="list-style-type: none"> ○ VPSA Executives 	<ul style="list-style-type: none"> ○ Comm. Plan ○ Recruitment ○ Active Faculty Reps 	<ul style="list-style-type: none"> ○ Year-round

4. Feedback Surveys

As part of our accountability commitment, we will be putting out surveys after our events and regularly during the delivery of our services. We want to hear what our Members think is going well, not so well, and how to improve to ensure we do not repeat the same mistakes.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Regular feedback is received from students on UWSA services/events 	<ul style="list-style-type: none"> ○ VPSS/VPSA 	<ul style="list-style-type: none"> ○ Online tool ○ Online promo 	<ul style="list-style-type: none"> ○ Event-based

5. Campaign Videos

We will be preparing videos of all UWSA campaigns to showcase our student-mandated values as a Student Union and give the tools and knowledge needed to understand why your student movement has become what it is.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
<ul style="list-style-type: none"> ○ Students can quickly access video summaries of campaigns 	<ul style="list-style-type: none"> ○ VPSA ○ Comms 	<ul style="list-style-type: none"> ○ Communications 	<ul style="list-style-type: none"> ○ October

○ 5% of students know about campaigns			
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6. Membership Campaigns

We will be introducing a “UWSA Has Its Benefits” campaign, with the goal of ensuring all of our Members are fully aware of what the UWSA has to offer through its services, advocacy initiatives, projects, discounts and more.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
○ Students understand the benefits of their UWSA membership	○ VPSA	○ Comms. Plan	○ October/November

7. Revenue Sources

We are working tirelessly to research and investigate alternative sources of revenue for the UWSA’s long-term financial stability. We have for far too long depended solely upon student fees, and as a union that actively fights to reduce the fees for our Members we cannot in the same vein add on more fees. This is an ongoing, long-term task of our elected student representatives and permanent staff, but we are committed to ensuring the UWSA does not become an unnecessary added financial burden to student dollars.

Successor Indicators	Lead/Others Involved	Resources Required	Target Date
○ UWSA isn’t solely dependent upon student fees to issue new services	○ VPFO ○ GM	○ Research	○ Year-round