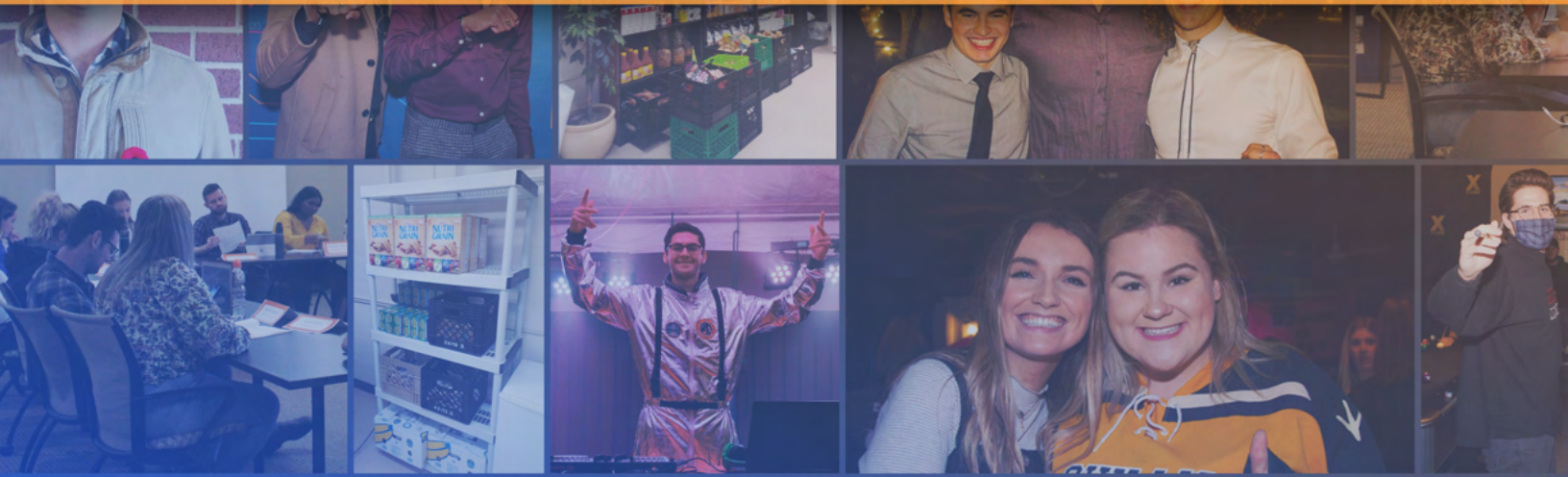




The StFX Students' Union Strategic Plan 2021 — 2024



THE U
StFX Students' Union
For Students, By Students.



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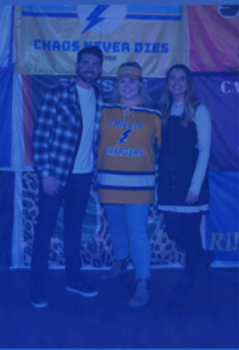
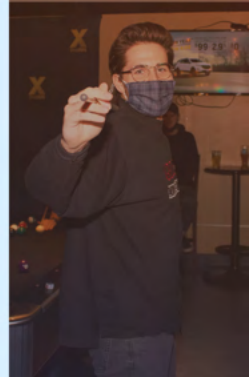
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Letter from the Organizational Review Committee



The St. Francis Xavier University Students' Union (TheU) is a student led organization that provides services and advocacy for the students of St. FX University. TheU has been providing services and advocacy in many forms since its incorporation on March 31st, 1965. In order to maintain positive momentum forward TheU routinely undertakes a lengthy review of its current services, advocacy, and structure.





Introduction

The St. Francis Xavier University Students' Union (TheU) is a student led organization that provides services and advocacy for the students of St. FX University. TheU has been providing services and advocacy in many forms since its incorporation on March 31st, 1965. In order to maintain positive momentum forward TheU routinely undertakes a lengthy review of its current services, advocacy, and structure. This process produces a Strategic Plan for the organization to follow over a three-year period. TheU, as an organization undergoes massive turnover within the Executive board and Representative Council each year, so preparing a Strategic Plan is an extremely important resource. The Strategic Plan will hopefully provide future student leaders with overriding goals and objectives, until such a time as a new Strategic Plan will be developed.



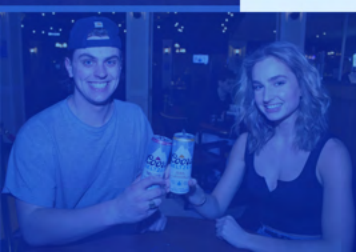
This Strategic Plan began development in March of 2020, with the purpose of identifying areas for TheU to evaluate current services, practices, affiliations and advocacy. This evaluation resulted from feedback solicited from a 'satisfaction survey' completed by the membership of the St. FX Students' Union. Over ??? students completed this survey which is ?? % of the student body. This feedback obtained from this survey, directly informed the directives outlined in this document.



The Strategic Planning Committee would like to acknowledge all of the students that took the time to complete the survey. Without this honest feedback from our members we would not be able to grow, or challenge our future leaders to keep to the guiding principles of TheU.



During the Strategic Planning consultation, the pillars of this document began to form. These pillars are: Operations; Equity; Marketing; 4, 5 of the Union. Under each category, specific areas will be identified to create, improve or challenge existing efforts within TheU.





Category: Services & Operations

Under this category we hope to address concerns, adapt current offerings and develop new initiatives to strengthen the services and operations provided to our members through this pillar of the Students' Union.

Objective:

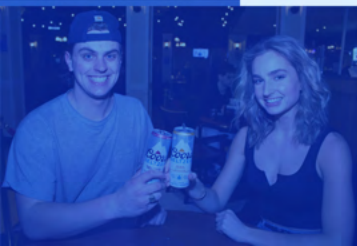
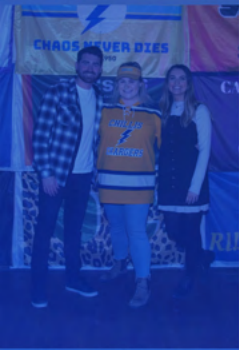
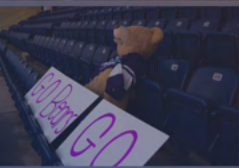
Partner with Alumni for support and job opportunities

Indicators of Success:

- Approach the alumni office to create a post-graduation support network to better create job opportunities for new grads. This could be the creation of a new webpage. Advocate to alumni positions to focus on post-graduate job opportunities.
- Discuss and review current resources for job opportunities for students per program. This would include (1) who is responsible for promoting jobs, (2) how are staff/faculty made aware of job opportunities, and (3) how these opportunities vary between programs. This will enable us to make a better recommendation on how to better serve the entire student population for job prospects (regardless of program).
- Work the University about developing an existing staff role to include additional support that will connect students with alumni for job opportunities.
- Advocate to the University to create a seat on the Alumni Committee for a Students' Union Representative.
- Include helping to facilitate connecting current Students' Union Societies with relevant Alumni in the Director of Campus Life's Terms of Reference.

Resources Required:

- Creation of a joint committee between the alumni office, career center and the students' union to research and develop the interest and sustainability of this service.
- Some funding for building out a webpage and costs associated for upkeep and data entry.
- Review of existing roles within the University career center.





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Objective:

Adding Daytime Operations for DriveU

Indicators of Success:

- Develop, administer and review data from a survey around student need/want for a day time DriveU.
- Based on feedback, cost out and launch a pilot project for a day time service.
- Develop, administer and review data post pilot project to present to council for any adaptations or changes to the existing service.

Resources Required:

- Some additional funding for staffing must be budgeted ahead of the pilot project.
- Two surveys would need to be developed, administered and reviewed.
- Cost analysis for other expenditures in relation to the van.

Objective:

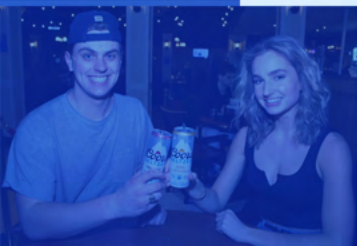
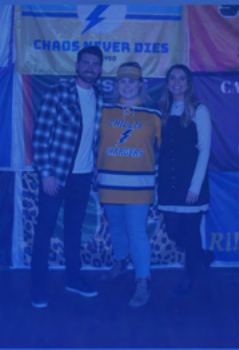
Hot Meals from the Student Food Resource Center

Indicators of Success:

- Move the SFRC into the Bloomfield Centre so it is better equipped to provide Hot Meals.
- Start discussions with the University about support for this program.
- Look for tie in with the Kevin's Corner program.
- Continue to build on the current breakfast program that has started this year.
- Approach Sodexo to collaborate.

Resources Required:

- New space allocation
- Create partnerships with Kevin's Corner and Sodexo
- Additional training for staff that would be handling food





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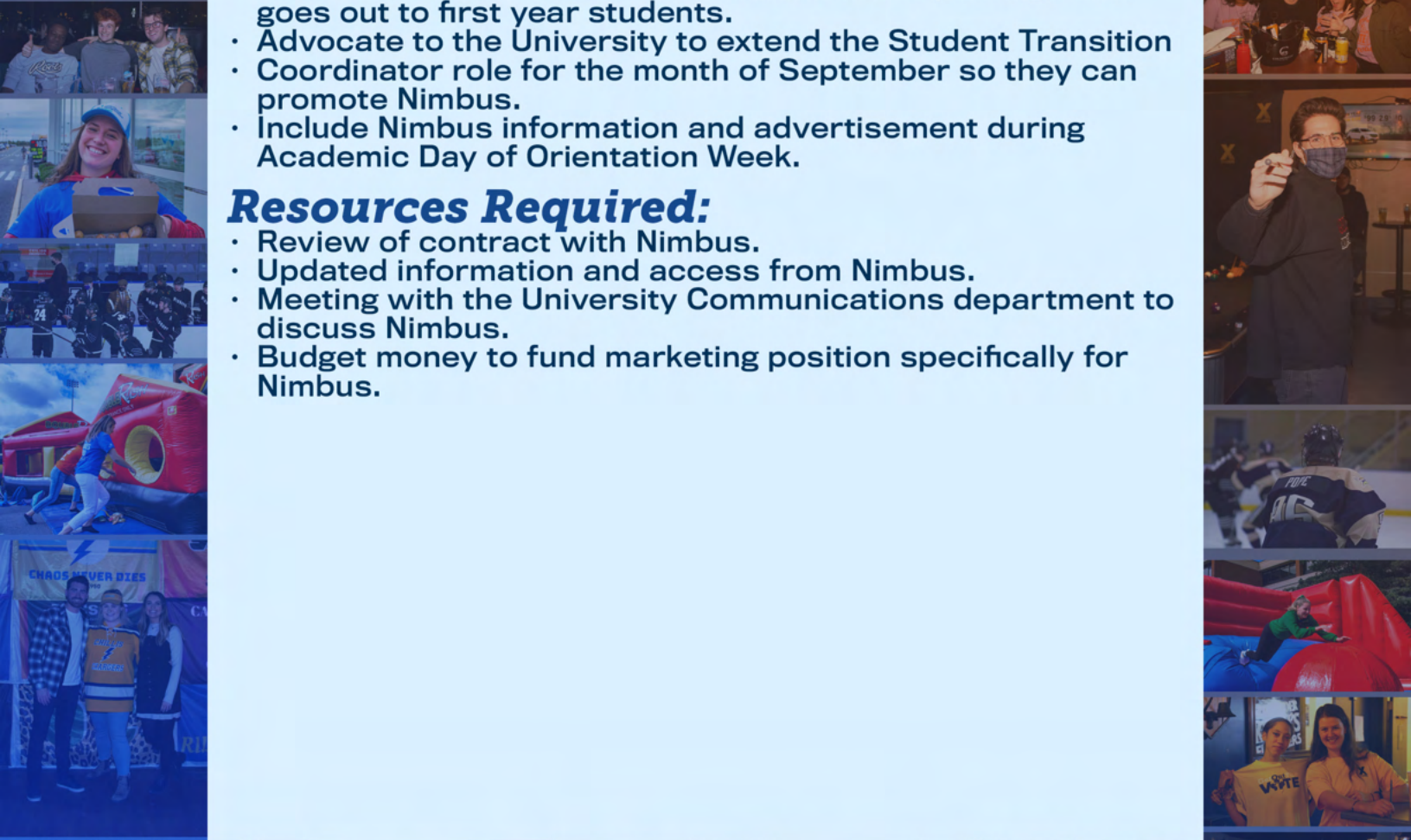
Objective:

Prioritize Nimbus Tutoring Solution in Orientation Week

Indicators of Success:

- Nimbus branding throughout Orientation Week events.
- Have QR code on Students' Union calendars.
- Have Nimbus information be included in the package that goes out to first year students.
- Advocate to the University to extend the Student Transition
- Coordinator role for the month of September so they can promote Nimbus.
- Include Nimbus information and advertisement during Academic Day of Orientation Week.

Resources Required:

- Review of contract with Nimbus.
 - Updated information and access from Nimbus.
 - Meeting with the University Communications department to discuss Nimbus.
 - Budget money to fund marketing position specifically for Nimbus.
- 



Category: Marketing & Communications

The StFX Students' Union prides itself on its high student engagement and strives to offer services to membership that better their quality of life. However, certain gaps and opportunities for growth have been identified through the 2020 Student Satisfaction Survey and through word of mouth. Certain demographics, including first year, education, and graduate students do not have the same sense of engagement with the Students' Union as other students have. The aim of this section of the strategic plan is to (1) revamp marketing and communication services currently offered and add new services to better suit the needs of the current membership, and (2) improve the current promotion and marketing strategies of these services to better target all students.



Objective:

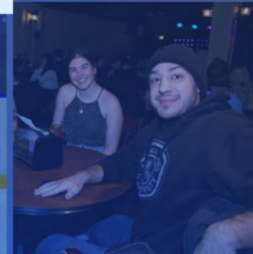
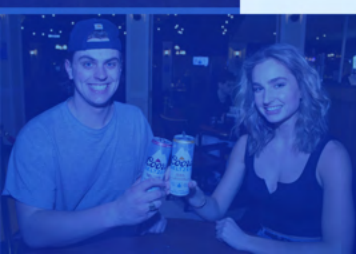
More effective communication with students

Indicators of Success:

- Creation of Students' Union opt-out listserv to better promote events, opportunities and important information to all union members directly to student email accounts.
- Targeted advertisement of bursary and scholarship opportunities. This includes both internal and external funding opportunities for a wide range of disciplines and degrees. Opportunities will be promoted on theU.ca, dedicated pamphlets and flyers to be distributed across campus.

Resources Required:

- Cooperation and permission from StFX administration to use a student listserv.
- Collaboration and assessment of the marketing department in promoting bursary and scholarship information. This may necessitate additional paid marketing positions which may impact the annual budget.
- Communication with StFX administration, faculty and departments for bursary, scholarship, and funding information and information circulation.





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Objective:

Better engagement with first year, education, & graduate students

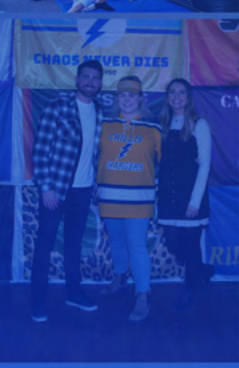
Indicators of Success:

- Improved student satisfaction in the annual student satisfaction survey, specifically sections relating to knowledge and understanding of the Student Unions' roles and how well represented they feel by the current members of the executive and council.
- Increased attendance of graduate and education students at Students' Union hosted events.
- Increased usage of Students' Union services (Inn, CXFU, Xaviern) by first year, graduate and education students.



Resources Required:

- Collaboration with Graduate Studies Office, Education faculty, education student society.
- Delegation of responsibilities to 1st year, graduate and education student representative on StFX Student Council. Better training of Students' Union executive on non-undergraduate program structure and demographic information to better
- understand the wants and needs of these students. This is specifically targeted towards the graduate, education, arts, and science student representatives, as well as the VP Academic, and VP activities.





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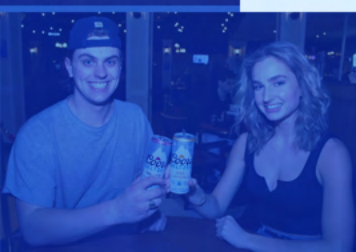
More effective advertisement of services.

Indicators of Success:

- Creation of marketing department strategic plan. The strategic plan will cover a 3-year period and will be assessed annually for progress.
- Increase promotion of marketing and advertising opportunities. These include CXFU, Xaverian, and social media platforms.
- Better marketing and promotion of the peer support program (PSP). This is to be included in the marketing department's strategic plan. PSP promotion will also be prioritized during orientation week.

Resources Required:

- Discussion with both PSP coordinators marketing department is needed to determine best marketing material and promotion strategy.
- Collaboration with marketing department over the creation of the strategic plan.
- Assessment of current budget allotment to marketing.





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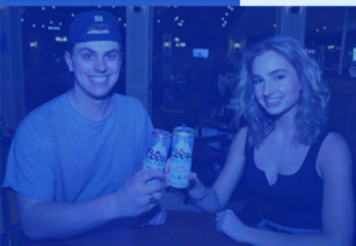
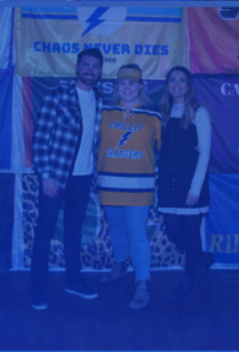
Transparency of Students' Union Executive & Representative Roles

Indicators of Success:

- Mobile office hours for executive and councillors.
- Annual introductory and exit videos for each executive and councillor.
- Better transparency and representation ratings in annual Student Satisfaction Survey.
- Creation of a role manual for councillors.

Resources Required:

- Training for executives and council.
- Collaboration with marketing department to promote mobile office hours.





Category: *Equity & Inclusion*

This category was created to address equity issues on campus. These issues surround all aspects of student life including: the inclusion of marginalized groups in campus life and food security for all students.

Objective:

Address Food Insecurity and reduce stigma surrounding SFRC.

Indicators of Success:

- People using the Food resource centre.

Resources Required:

- Continued food donations
- Food box deliveries. Delivery services through students would be paid.
- Volunteers
- Online inventory page

Objective:

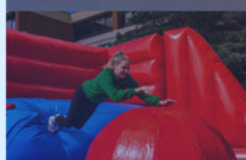
Increase outreach to students on campus when hiring to reach marginalized groups on campus.

Indicators of Success:

- Increased diversity on the Union.

Resources Required:

- Funding for training (i.e: cultural competency training, blanket exercise, etc) for people currently on the union.
- Reaching out to societies and collaborating with societies to increase outreach.
- More Union members need to attend events held by specific societies.





Category: Equity & Inclusion

This category was created to address equity issues on campus. These issues surround all aspects of student life including: the inclusion of marginalized groups in campus life and food security for all students.

Objective:

Prioritize frost week – January Orientation

Indicators of Success:

- People attending frost week events.

Resources Required:

- Funding for an increased number of events.
- Creating inclusive events (collaborating with societies).
- Collaborating with societies to increase outreach.
- Increasing marketing.

Objective:

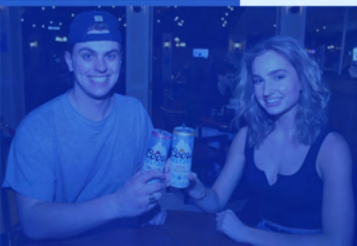
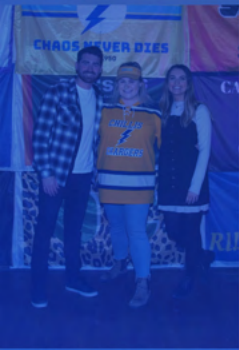
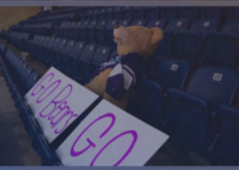
Mandate equity training for Students' Union staff

Indicators of Success:

- People attending training (Training should be mandatory).

Resources Required:

- Funding needed.
- Outreach to existing programs and community groups.





Category: Advocacy

Certain areas that need development are not under the purview of the Union, so it becomes the U's task to advocate to the bodies who control them. The Advocacy section consists of goals that pertain to external bodies like the Town, ResLife, or the University. Our Advocacy will consist of showing these bodies the value of these goals and working with them to accomplish and them.

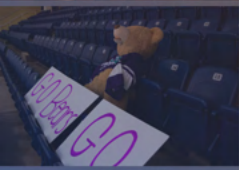


Objective:

Design and Implement a Municipal Advocacy Week

Indicators of Success:

- Design and implement a Municipal Advocacy Week in collaboration with the Brian Mulroney Institute of Government, McKenna Centre and Alumni Affairs.
- Include the planning Advocacy week in the Terms of Reference of the VP Government Affairs.
- Provide year-end reports to Council about Municipal Advocacy Week. Council may provide feedback and recommendations for the subsequent year's Municipal Advocacy Week.



Resources Required:

- Creation of a committee consisting of town representatives, University and Union Representatives.
- Events may require funding, although many events will be hosted in collaboration with the University and Town.

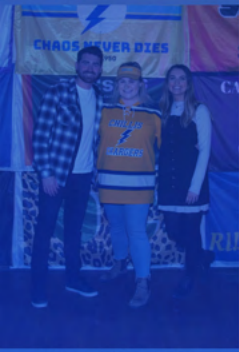


Objective:

Advocate for more robust services for post-secondary employment across all departments

Indicators of Success:

- Host town hall for students to collect feedback about the current employment services on campus.
- An increase in co-op placements, especially in programs that have limited or no placements.
- Build comprehensive list of employment opportunities for students.



Resources Required:

- Not many tangible resources will be needed to develop these goals, however a significant amount of research, consultation & advocacy will be required to increase co-op opportunities.





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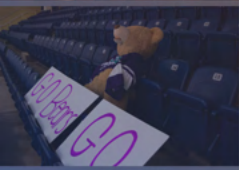


Objective:

Increase student advocate accessibility and efficiency

Indicators of Success:

- Online booking system for Student Advocates is created.
- Train House Presidents and Vice Presidents about Student Advocates for increased awareness in residence.
- Advocate for the Student Advocate services to be included in write ups that students are given.



Resources Required:

- Budget for the design and implementation of an online booking system



Objective:

Advocate for better mental health and wellness programming

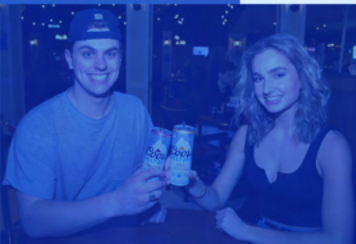
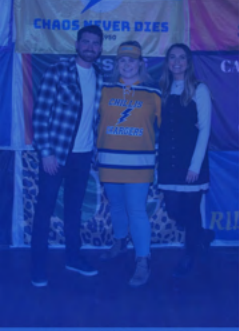
Indicators of Success:

- An increase in the attendance at mental health and wellness programming.
- More diverse and effective mental health programming.
- Increase in students taking the mental health first aid certification.
- Increase in animal therapy delivered in residence.
- Develop a committee on student mental health.
- Bring representatives of Healthy Minds NS to campus to promote their online mental health resources.



Resources Required:

- Funding for mental health first aid programming.
- Advocacy for mental health programming for things like animal therapy.





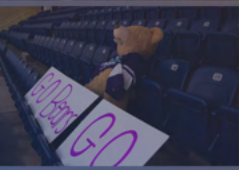
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Objective:

Advocate to the University to make the gender and sexual diversity role year-round



Indicators of Success:

- The gender and sexual diversity advisor role becomes year-round



Resources Required:

- Student consultation to demonstrate the need for a year-round role.
- Advocacy efforts to the University.

