

# **MOUNT SAINT VINCENT UNIVERSITY STUDENTS' UNION STRATEGIC PLAN 2016 - 2020**



**msvusu**



# PRESIDENT'S WELCOME



**JUSTIN CORCORAN**  
PRESIDENT, 2015- 2016

Welcome to the 2016-2020 MSVUSU Strategic Plan,

In this plan, we highlight our commitment to students by providing an organizational guideline that builds upon better operation, engagement, communication, and advocacy of our Student's Union.

Through collaboration work between the MSVUSU Team and the Student Representative Council, we have developed an understanding of various mechanisms within the Student's Union and have created task recommendations that shift our focus of thinking towards the future. The Strategic Plan will operate along a four year timeline (2016-2020) and will focus around four key goals, each with its own set of strategies and recommendations.

We encourage you to visit our website to follow our progress. As a students' union, we promise to continue sharing in-depth updates as we keep you informed and ourselves accountable.

Overall, we hope to provide a better experience for our students at the Mount. The MSVUSU welcomes everyone in joining us as we make the journey of shaping the future for our organization.

*Justin Corcoran*  
(Justin Corcoran)



# MISSION

The Mount Saint Vincent University Students' Union (MSVUSU) is a student elected and governed non-profit organization existing to serve the needs and protect the rights of Mount students under the four pillars of student life, governance, service and advocacy.

The MSVUSU operates physical services, plan events and campaigns, provides resources for students and acts as the voice of the student body on a variety of university committees.

The MSVUSU works to create a welcoming and inclusive environment in the pursuit of student success and wellness.

# VISION & VALUES

## VISION

The Mount Saint Vincent University Students' Union (MSVUSU) aspires to:

- Provide an enjoyable, safe and enriching student experience
- Become a recognized leader in meeting students' needs, and advocating on behalf of students' rights

## VALUES

Compassion

Transparency

Creativity & Innovation

Accountability & Integrity

Inclusion & Equity





# GOAL 1

**CREATE A MORE ENGAGING STUDENTS' UNION AND ESTABLISH BETTER COMMUNICATION THROUGH PROFICIENT PLANNING, FEEDBACK, PROMOTION AND OUTREACH TOWARDS THE STUDENT BODY.**

## **STRATEGY A**

Develop effective plans for promoting aspects of the MSVUSU to the student body, and establish systems to enhance how we receive feedback from them.

## **STRATEGY B**

Develop procedures surrounding areas of external and internal communication that relate to the operational workings of MSVUSU, and establish working groups to ensure well-rounded engagement.

## **STRATEGY C**

Develop effective plans for engaging students with the MSVUSU, and focus on individual areas of communication to ensure specific demographic needs are being met.



# GOAL 2

**ESTABLISH A MORE STRUCTURED PROCESS FOR TRAINING, TRANSITIONING AND REVIEWING ALL OPERATIONAL ASPECTS OF THE MSVUSU, THROUGH IMPLEMENTATION OF EFFECTIVE POLICY, DOCUMENTS AND REVIEW SYSTEMS.**

## **STRATEGY A**

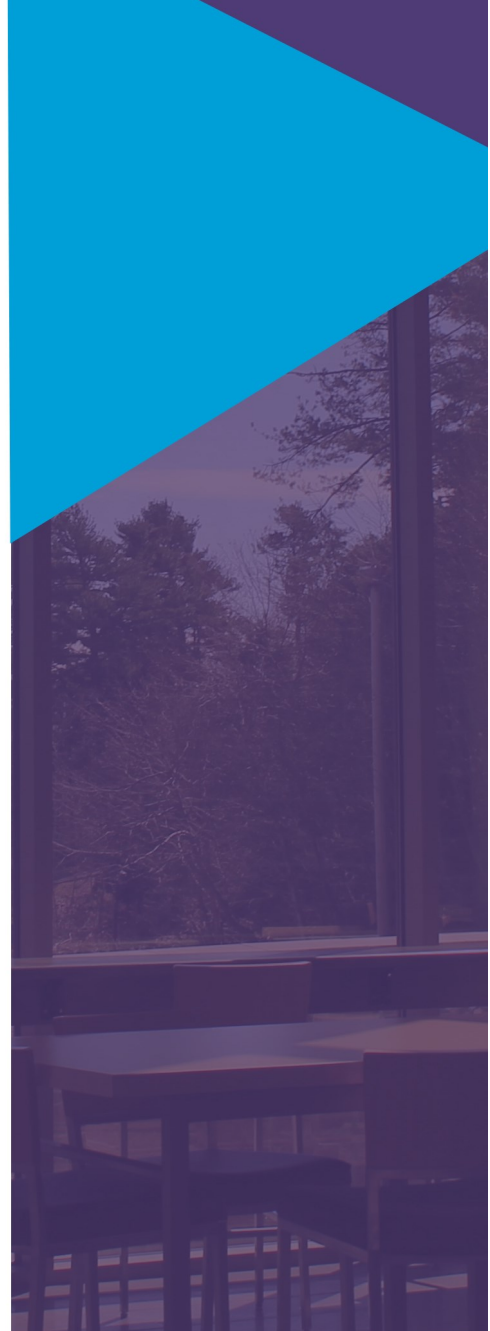
Develop structured documents, packages and policies solidify operational mechanisms which will help refine the way we manage day-to-day activities.

## **STRATEGY B**

Develop effective training systems, performance review platforms and job review platforms to ensure appropriate transitioning and continuity of information.

## **STRATEGY C**

Construct plans to accurately analyze operational aspects of the MSVUSU and implement changes to physical aspects of operations to ensure functionality of all aspects of the MSVUSU.





# GOAL 3

**ESTABLISH AND IMPLEMENT A STRONG VISION FOR THE SERVICES OF THE MSVUSU, WORK WITH THIS VISION TO PRODUCE CHANGES TO IMPROVE FUNCTIONALITY OF OUR SPACES, AND CONTINUE TO RESEARCH AND DEVELOP THOSE CHANGE THROUGH CONSULTATION WITH OUR STUDENT BODY.**

## **STRATEGY A**

Analyze each of the MSVUSU services and develop separate vision documents for each service.

## **STRATEGY B**

Implement appropriate physical changes to spaces in need and produce those changes along a developed timeline, while implementing effective engagement with the student body and consultation with departments where necessary

## **STRATEGY C**

Develop effective channels of communication so that operational workings of our services are sound and that we understand the supervisory roles of each service through the internal workings of the MSVUSU.



# GOAL 4

**CONTINUE OUR COMMITMENT TOWARDS  
ADVOCATING ON BEHALF OF ALL STUDENTS AND  
IMPLEMENT CHANGES NEEDED TO ENSURE WE ARE  
WORKING WITH ALL AREAS OF THE UNIVERSITY AS  
EFFECTIVELY AS POSSIBLE, AND PROVIDING  
APPROPRIATE REPRESENTATION TO OUR UNIQUE  
STUDENT DEMOGRAPHIC.**

## **STRATEGY A**

Continue to develop and implement roles for members of SRC and work towards ensuring representation on university committees, SRC committees and committees/meetings that pertain to the demographic they represent.

## **STRATEGY B**

Establish a formalized structure for all operational aspects of advocacy work including effective timelines for meetings, designation of committee members and who is required to be the main liaison for meetings when representing on behalf of the MSVUSU.

## **STRATEGY C**

Present our commitment to advocating on issues that affect the student body, and ensure students are engaged and able to provide feedback on any external relations.



