



EXECUTIVE TERMS OF REFERENCE

1 January 2016

USC Council

1. Objective

The Executive Terms of References outlines the mandate and primary responsibilities of each Executive member, demonstration of growth and change in each portfolio.

2. President

1. Mandate

Represent the interests of the University Students' Council and the undergraduate student body of Western University, providing strategic direction for the organization.

2. Primary Responsibilities

- i. Act as Chairperson of the Executive Council and oversee all Executive resources.
- ii. Act as the chief advocate and representative for undergraduate student of Western University to all relevant stakeholder. These include, but are not limited to, Western University, the City of London, the provincial and federal governments, USC alumni, community partners and other external groups.
- iii. Respond to daily issues that affect the student population.
- iv. Collaborate with the Vice-President Internal and Vice-President External on advocacy and relations pertinent to their portfolios.
- v. Facilitate and oversee priorities that are set out by Executive Officers.
- vi. Act as the primary spokesperson for the Corporation.
- vii. Facilitate and coordinate the strategic vision for the Corporation.
- viii. Provide support and collaborate with all other student groups and constituent councils on campus.
- ix. Sit as a Voting Director on the USC Board of Directors.
- x. Oversee the day-to-day operations of the USC General Manager.

3. Vice-President

1. Mandate

Represent the interests of all undergraduate students at Western University by serving alongside the President as the USC's chief officer to advocating any relevant stakeholders.

Oversee the provision of the USC's advocacy resources to ensure effective lobbying for improving the educational experience and quality of life for undergraduate students.

2. Primary Responsibilities

- i. Serve, alongside the President, as the chief advocate of undergraduate students to university administration and external bodies by serving as an ambassador of the USC.
- ii. Serve on joint committees, including committees, sub-committees and working groups, requiring undergraduate student representation.
- iii. Sit as a member of the Ontario Undergraduate Student Alliance (OUSA) Steering Committee, attending monthly meetings and writing or advising on policy papers used to advocate to the province.
- iv. Maintain positive relationships with all relevant stakeholders by liaising frequently with not only university staff and faculty, but also with municipal,



provincial and federal bodies that play a role in directing the student experience.

- v. Act alongside the President as a project manager of and provide strategic direction to all undergraduate student advocacy initiatives. This includes but is not limited to issues or priorities related to; academic policy; provision of student services; student health, wellbeing and safety; inclusivity, diversity and equity; post-secondary accessibility, affordability, and quality; student behaviour and Western's Code of Conduct.
- vi. Serve as the President's chief resource and advisor on advocacy initiatives by maintaining a comprehensive understanding of existing policies and student-centric issues.
- vii. Work with university administration to oversee the responsible stewardship of student and ancillary fees. This includes serving on Western's Student Services Committee alongside the President.
- viii. Recruit, supervise and direct the portfolio's associate vice-presidents and coordinators.
- ix. Maintain direct links to the undergraduate student experience by liaising with student leaders, including faculty council members, senators and students-at-large.
- x. Respond to inquiries from community members pertaining to USC policy positions, advocacy initiatives and internal services.
- xi. If wishing to take a leadership role in an external organization the Vice-President is required to request a non-binding majority endorsement of this intention from Council in an in-camera session of Council before running for or accepting the position.

4. Student Programs Officer

1. Mandate

Coordinate, facilitate and engage students in all services and programming that improves or enhances the undergraduate student experience. Acts as both a resource and strategic leader in the development in these services and programs.

2. Primary Responsibilities

- i. Oversee and support student programming and events, offering guidance and resources.
- ii. Recruit, supervise and direct the student events portfolio's associate vice-presidents and coordinators.
- iii. Provide direction and vision to staff members relevant to the events portfolio.
- iv. Advise the university on the direction and allocation of resources for student-facing services and programming.
- v. Be a resource to club members, faculty council members and students-at-large who intend on planning or coordinating events.
- vi. Give strategic vision and programming direction to Western's orientation program. This includes co-chairing the Orientation Planning Committee (OPC) and sitting on the Orientation Governance Board (OGB).
- vii. Provide support to USC clubs on their governance, finance and programming. Direct Clubs Governance Committee (CGC) rulings and policy changes.



- viii. Provide support and direction to the USC's Peer Support Program – overseeing the selection, training and performance of both the Peer Support Centre volunteers and Peer Support Program coordinators.
- ix. Sit on Western's Homecoming Planning Committee ensuring that Homecoming remains accessible and relevant to undergraduate student interests.
- x. If wishing to take a leadership role in an external organization Student Programs Officer is required to request a non-binding majority endorsement of this intention from Council in an in-camera session of Council, before running for or accepting the position.

5. Communications Officer

1. Mandate

Facilitate communication and issue management on behalf of the organization and develop communications strategies that further the USC mandate and supports the political priorities of the Executive Body.

2. Primary Responsibilities

- i. Oversee USC public relations efforts. This includes corresponding with on and off-campus media, arranging interviews, creating press releases and briefing Executive or other USC members. Collect and analyze this media coverage.
- ii. Act as the primary steward of the USC's brand. Collaborate with the USC's Promotions department to oversee graphic, video, photo and social media campaigns. Consult on the promotion of USC services, events and other operations.
- iii. Manage communications to support the political implementation of the Executive's platforms and policies.
- iv. Enable the Executive to manifest a shared political will, and become the advocate for such ambitions.
- v. Serve as the President and Executive's public liaison with internal and external stakeholders, at the discretion of the President.
- vi. Ensure open lines of communication with students and support Council in their efforts to garner opinion and feedback, specifically in the form of surveys, focus groups or other outreach initiatives.
- vii. Act as a direct support to the President in periods of crisis management.
- viii. Manage ongoing or developing issues relevant to the President and Executive.
- ix. Write, review, edit or consult on all publications, reports or public addresses relevant to the Executive Body.
- x. Respond to all general inquiries and questions concerning the organization. Also manage the organization's mass-emailing capacities.
- xi. Directly assist the President in developing the organization's strategic priorities.
- xii. Consult on - and assist in planning, implementation, and evaluation of - the President's initiatives and projects as needed.
- xiii. If wishing to take a leadership role in an external organization the Communications Officer is required to request a non-binding majority endorsement of this intention from Council in an in-camera session of Council before running for or accepting the position.



6. Secretary-Treasurer

1. Mandate

Ensure effective management of corporate resources and endeavours, including oversight on allocations and strategic planning. Also ensure good governance of the University Students' Council through the organization, transparency and consistency of our guiding documents.

2. Primary Responsibilities

- i. Have stewardship of the Annual Budget as a key strategic document for the organization, and provide regular updates and advice to Council regarding the financial position of the corporation.
- ii. Explore and develop responsible sponsorship and fund development opportunities that are in line with the USC's Strategic Vision.
- iii. In conjunction with the General Manager and relevant Senior Manager, communicate directives of the Executive Council to operational managers.
- iv. Maintain comprehensive oversight over the management of corporate resources.
- v. Oversee and administer grants and clubs finances.
- vi. Be responsible for the good governance of the organization, ensuring By-Laws, policies and procedures of the organization are followed correctly.
- vii. If the Secretary-Treasurer wishes to take a leadership role in an external organization they will be required to request a non-binding majority endorsement of this intention from Council in an in-camera session of Council, before running for or accepting the position.
- viii. Be a resource to students attempting to understand and work within the organization's By-Laws, policies, procedures or budget.
- ix. Oversee USC elections staff to ensure the proper execution of all administered elections.
- x. Support the functions of Council and oversee the orientation, training and development of its members.
- xi. Sit as a non-voting member of the USC Board of Directors and report to them regularly on governance and finance matters. Support the functions of the Board and assist in the execution of the orientation, training and development of Directors.

7. Context and Enactment

1. Documents Repealed – N/A
2. Supporting/Related Documents – Standing Orders of Council, By-law #1, By-law #2, By-law #5, Robert's Rules of Order Newly Revised 11th Edition
3. Date Passed – 11 November 2015
4. All Previous Amendments – 25 February 2015, 6 March 2011