

## **Draft Strategic Plan 2015**

### **Objective #1: Enhance students' educational experience.**

#### **Impact statement:**

- *Students have access to exceptional learning opportunities at Western both inside and outside of the classroom.*

#### **Measurement:**

- *Annual student survey measuring student satisfaction, using 2014 survey as a benchmark.*

#### **Current service offerings:**

- *Advocacy and partnerships at Western and at the Provincial and Federal Government to influence enhanced funding and improved services.*
- *Provide quality full-time, part-time, internship, and volunteer experiences at the USC that help students grow leadership skills and apply classroom learning.*

#### **Strategic Priorities:**

##### **1. Improve in-class learning.**

- *Advocate for improved teaching, smaller class sizes, and a wider breadth of courses.*

##### **2. Increase experiential learning opportunities.**

- *Improve the quality of experiential learning opportunities at the University Students' Council, with a focus on providing more training and feedback.*
- *Advocate for Western to introduce additional Co-ops, internship, and study abroad opportunities.*

### **Objective #2: Improve students' quality of life.**

#### **Impact statement:**

- *Students are able to live safe, healthy, and fulfilling lives and are connected to community while studying at Western.*

#### **Measurement:**

- *Annual student survey measuring student satisfaction, using 2014 survey as a benchmark.*

### **Current service offerings:**

- *Advocacy and partnerships at Western and at the City of London to improve students' access to programs and services that support a high quality of life on and off campus.*
- *Broker health and wellness services such as a health and dental plan and maintain tenants within the UCC that support health and wellness.*
- *Provide cultural and entertainment offerings in a safe and supportive on-campus environment.*
- *Food, beverage and retail services to offer students convenience and to help build community on-campus.*
- *Transportation services, such as the London Transit Pass, Mustang Express, and Exam Shuttles.*
- *Offer extra-curricular opportunities and community development through the clubs system, orientation week, and events within our community centre.*

### **Strategic Priorities:**

- 1. Improve access to health and wellness services, with a focus on mental health.**
  - *Attract more health and wellness services to the University Community Centre.*
  - *Advocate for enhanced mental health services at Western, and a “no wrong door” approach to all student wellness services.*
  - *Investigate enhancements to the health plan that support mental health.*
  - *Incubate a new peer support service delivery model.*
- 2. Enhance transportation services, with a focus on improved public transit.**
  - *Advocate for immediate improvements that improve the reliability and quality of the bus system.*
  - *Advocate for long-term improvements, such as the implementation of Rapid Transit.*
- 3. Improve students' experience in London, so that students feel safe and connected to their community off campus.**
  - *Find opportunities with community partners and the City of London to improve student civic engagement.*
  - *Work with neighbourhood associations, police, and other community leaders to enhance student safety and inclusion in the London community.*

### **Objective #3: Responsive stewardship of organizational resources.**

**Impact statement:**

- *Resources and support services are aligned with the goals and priorities of the organization.*

**Measurement:**

- *Balanced budget that has the flexibility to invest in continuous service improvements that are aligned with Council's priorities.*

**Current service offerings:**

- *Financial and risk management services that support our clubs and internal activities, support the development of our budget, and provide ongoing financial analysis and oversight.*
- *Government services that support our legislative and advocacy activities, and our campus media.*
- *Human resources services that empower our executives, managers, staff and volunteers to be at their best, and to work within a safe and supportive environment.*
- *Building, production, and project management services in support of our events and activities.*

**Strategies:****1. Enhance our ability to align resources with our current priorities.**

- *True cost our organizational resources so that we can show value to students for dollars invested.*
- *Reorganize our student fees so that they are more accurately tied to the cost of service delivery.*
- *Budget over three years so we can plan for the future, and understand the impact of our decisions over the long-term.*

**2. Strengthen our governance supports and processes to facilitate informed decision-making.**

- *Enhanced training for our Board of Directors and Council so that our leaders can make wise and informed decisions.*
- *Improved governance processes that allow for due diligence, and support open and informed discussion and debate.*

**3. Invest in new corporate supports to align with the priorities of Council and the Executive.**

- *Develop a professional promotions function to better engage with students.*
- *Invest in our capacity to conduct research and policy analysis in support of our advocacy agenda.*

- *Develop enhanced training for all student positions, focused on learning outcomes and supporting our Executives and volunteers to succeed in their roles.*