***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.*

1. ***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 at 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.*

1. ***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.*

1. ***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.*

1. ***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.*

1. ***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.*