



UNIVERSITY STUDENTS' COUNCIL
2023-2024
EXECUTIVE ROADMAP



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INTRODUCTION

Each year, the USC Executive creates a Roadmap for their year in office. The USC Executive have been either elected or hired into their respective position to represent you, enhance student life on campus, and lead the USC for their term. The USC is a large organization with a pre-existing Charter, long-term strategic plan, policies, by-laws, and frameworks.

What makes the Roadmap unique is that it is designed and actioned by each year's Executive. These key priorities are based on their platforms, pitches, and student experience.

The 2023-2024 Roadmap is built around the five Areas of Focus outlined in the USC Charter: Student Support, Student Advocacy, Student Development & Opportunity, Student Engagement & Collaboration, and Student Life. These Areas of Focus inform the day-to-day activity and long-term goals of the Executive, and the organization as a whole.

This roadmap is not just for the USC – it is for you. Above all, we are here to support students, and believe earnestly in our Vision Statement: Students have the power to change the world.

2023-2024 USC Executive Team

Sunday Ajak, President

Maria Farooq, Vice President University Affairs

Emily Poirier, Vice President External Affairs

Meredith MacFarlane, Vice President Orientation & Programming

Bianca Gouveia, Vice President Student Services

Tamsen Long, Vice President Communications & Public Affairs



STUDENT ADVOCACY

First and foremost, the USC exists to represent students and advocate for students. While the USC has the power to change things within our organization that affect students, a lot of student-facing issues are out of our direct control and need to be addressed through advocacy initiatives.

Sustainability

Executive Lead: Vice President University Affairs Maria Farooq

Sustainability is important not only for the health of our students but the health of our planet in general. The USC will work with the city to ensure that the long awaited rollout of the Green Bin Program is finalized. We will encourage Western to embrace being a Green Thumb Campus and offer incentives for walking or biking to campus. Lastly, we will encourage our operations to choose more sustainable options like a reusable cup program at the Spoke.

EDI Advocacy and Inclusion

Executive Lead: Vice President University Affairs Maria Farooq

Western is a diverse and multicultural university. It is what makes Western's campus unique. Students with specialized needs should have a place and space on our campus. Our students should have their dietary needs met, they should have spaces to pray, and EDI training modules should be inclusive of different faiths.

Add/Drop Deadline

Executive Lead: Vice President University Affairs Maria Farooq

Researching and deciding on courses can be stressful for students, and many have expressed a desire for a more accommodating deadline and more freedom to explore courses they may find interesting. The Add/Drop Deadline needs to be extended to give students a greater opportunity to try a class before having to withdraw without academic penalty.



Faculty Council Transparency

Executive Lead: Vice President University Affairs Maria Farooq

The scope of the USC is vast, and engagement between all the moving parts of Council is extremely important to ensure consistency in programming, messaging and the sharing of information. In order to achieve this objective, we will be working towards building stronger bridges of communication with Faculty Councils.

Municipal Engagement

Executive Lead: Vice President External Affairs Emily Poirier

It's often not clear to students what types of programming and advocacy initiatives are the responsibility of the City of London. A large portion of what the USC does is Municipal advocacy on behalf of students to address their issues, support various types of programs that affect students and ultimately try to improve the lives of students. Improving relations between the USC and the City of London will help us better utilize one of the most directly influential levels of government that we engage with. We will engage regularly in municipal meetings, participate in roundtable discussions, and bring back the Town and Gown Committee.

Housing Rights Campaign

Executive Lead: Vice President External Affairs Emily Poirier

Students looking for stable housing in London often face financial difficulties as a result of high rental prices for housing near the University. To ensure student voices are heard, this campaign will advocate for safe and appropriate housing for students while educating students about their legal rights as tenants, and how to file a complaint.



STUDENT ADVOCACY CONT.

Transit & Pedestrian Safety

Executive Lead: Vice President External Affairs Emily Poirier

Students who live a distance from campus and commute regularly may have an extra hectic, stressful experience as they juggle transit time and busy schedules. Advocating for accessible Transit and Pedestrian Safety will allow for a safe commute and possibly open up additional housing options along transit corridors

Removing Visa Work Hour Cap Permanently

Executive Lead: Vice President External Affairs Emily Poirier

International students often struggle with navigating a new country and climate, along with Visa restrictions limiting how many hours they can work. This is not sustainable considering the rising cost of living in London. Removing the Federal Visa working hour cap will help International students support themselves and gain work experience.

On-Campus Voting

Executive Lead: Vice President External Affairs Emily Poirier

According to Elections Canada, the participation levels for first time eligible voters has steadily declined since 2019. Voting in elections is a key way for the student body to engage in government. By increasing accessibility to voting stations on campus, we will enable students to vote between classes allowing for an increase in voter turnout. This will ensure that student priorities become Federal priorities, and that student issues are addressed throughout the government lifecycle.

GBSV Prevention

Executive Lead: Vice President External Affairs Emily Poirier

Much work still needs to be done to further AGBSV goals set by previous Executives such as working to ingrain a culture of consent on all post-secondary campuses and improving both prevention initiatives and the supports available to survivors. To support these goals, the USC will advocate for sustainable funding for GBSV Prevention and Response Offices on campuses.



Experiential Learning

Executive Lead: Vice President University Affairs Maria Farooq

On the job work experience is crucial to helping students gain an employment advantage in their respective fields. Participating in experiential learning opportunities can be a rewarding experience that better equips students with the relevant skills to succeed post-graduation.



STUDENT SUPPORT

Student support is at the core of the betterment of the student experience. We cannot serve our mission to enhance the quality of life of students if we do not first ensure that all students feel welcomed, accepted, represented, and supported at this institution.

Addiction Awareness Campaign

Executive Lead: President Sunday Ajak

Addiction is a dire issue that requires support for healing and recovery. Many students who struggle with addictions don't have access to information about the on-campus resources available to them. To raise awareness of these supports, this campaign will travel from building to building, including affiliate campuses, to spread basic knowledge about safe injection sites and naloxone training.

Free the Dot

Executive Leads: Vice President University Affairs Maria Farooq
& Vice President Student Services Bianca Gouveia

Access to menstrual products on campus has been a longstanding issue, and the USC's free the dot. program eased that worry for many. In order to ensure the continuation and potential expansion of this program, the USC will work towards securing future funding for our free the dot. program.

Eating Disorder Training

Executive Lead: President Sunday Ajak

Eating Disorders aren't widely talked about and have a lot of stigma attached to them. Providing education about identifying the signs or symptoms of those who may be at risk and promoting the available resources will allow students to seek support earlier, lowering the risk of permanent damage. Improving support, awareness, and training for Eating Disorders on campus is crucial to this objective.



Peer Support Centre Improvements

Executive Lead: Vice President Student Services Bianca Gouveia

The USC is dedicated to assisting students through the Peer Support Centre. By ensuring that students know about the centre and the services that are available we aim to increase engagement and utilization of this valuable resource.

Future of Mental Health

Executive Lead: Vice President University Affairs Maria Farooq

Mental health is an ongoing crisis that is a reality for many students on campus. Advocating for supports to provide students with accommodations is crucial to improving the overall student experience at Western. Considering the ongoing global effects of the Pandemic, mental health care is a topic that requires continued advocacy due to the extra stressors put on post secondary students.



STUDENT ENGAGEMENT AND COLLABORATION

Students know how they like to be engaged with better than anyone. That is why putting students at the forefront on the visioning, creation, and strategy of all USC branding, public relations, and communications is essential to the success of the organization and the engagement of our student body.

Executive Campus Engagement

Executive Lead: President Sunday Ajak

The USC bubble is a widely discussed topic throughout the year and especially during election season. Increasing Executive visibility and approachability at events across campus, and engaging with student leaders will help the USC break that bubble and connect with students in the most meaningful way possible.

HBK Monthly Roundtable

Executive Lead: President Sunday Ajak

There are a growing number of Affiliate students accessing USC services and participating in USC campus-wide events. To strengthen this partnership with Affiliate Councils, the USC plans to facilitate monthly roundtable discussions to ensure their input is included at the highest levels of decision making. Fostering relationships with Affiliate Councils is key to ensuring that the USC is upholding and uplifting our Affiliate Councils.

Sunday Series

Executive Lead: Vice President Communications and Public Affairs Tamsen Long

Over the last few years the student body has expressed a disconnect with, and lack of knowledge about the USC- what it is and what it does on their behalf. It is vital that students are informed about the initiatives and advocacy that the USC is responsible for through sustainable and accessible communication platforms. Therefore, we plan on increasing USC transparency with regular communications from the President, creating a personal connection between USC leadership and students.



STUDENT DEVELOPMENT AND OPPORTUNITY

During their time at Western, students develop through their experiences in the classroom. However, the USC believes that there should also be student opportunities to grow as leaders, thinkers, and creators outside the classroom.

Student Business Appreciation

Executive Lead: President Sunday Ajak

Fostering student entrepreneurship on campus is crucial to building the minds of tomorrow. We hope to provide students outside of Ivey with an opportunity to showcase their own businesses.

Student Leader Shadowing

Executive Lead: President Sunday Ajak

Student leadership can be daunting for those who don't have previous experience and can often deter passionate individuals with valuable ideas. Providing one-on-one opportunities to engage students in the USC will not only provide them with the chance to try out student leadership, but also expand interest in our student government outside of the "USC bubble".

Campaign School

Executive Lead: President Sunday Ajak

Many students don't have experience in running a successful campaign. As student leaders it is important we provide them with guidance so that they may achieve the role of their choosing. Bolstering programs like Campaign School will create an equal opportunity for student involvement in USC positions.

Ask Her/Them Campaign

Executive Lead: Vice President Communications and Public Affairs Tamsen Long

Diversity is a valuable characteristic of our campus, and it should be reflected in our student leadership roles and opportunities. This campaign aims to encourage students of diverse identities and backgrounds to get involved in student leadership and promote equity during elections.



STUDENT LIFE

One of the largest areas of the USC is programming and services to enhance the lives of Western students. An element of improving the student experience is ensuring that there are relevant services and programming that students can access.

Performance Space

Executive Lead: President Sunday Ajak

Performing arts clubs and programs across campus often struggle to find appropriate spaces that can accommodate their rehearsals and practices. Many of these clubs are forced to utilize the UCC and Social Science basements to practice while trying to avoid student traffic and curious onlookers. We aim to utilize existing space on campus for those in the arts to continue their operations smoothly.

Clothing Fair

Executive Lead: Vice President Orientation and Programming Meredith Macfarlane

We aim to keep the USC's sustainability goals in mind by encouraging students to participate in Green Consumer behavior. We will partner with vintage clothing stores across London and invite them to share a space to sell their clothing and merchandise to students.

Purple Fest

Executive Lead: President Sunday Ajak

Purple Fest was a traditional event that is now sorely missed. Not only was it loads of fun, but it also fostered community within the student body. In order to promote continued community building, we aim to bring this event back.

Orientation Support

Executive Lead: Vice President Orientation and Programming Meredith Macfarlane

Over the last few years, sophs have expressed the lack of support they feel during OWeek. Sophs are a central component of OWeek as they facilitate community building and first year integration into Western campus life. Improving the Soph experience with an emphasis on prioritizing a fun experience is crucial to prevent feelings of burnout throughout Orientation.



Diverse Programming Options

Executive Lead: Vice President Orientation and Programming Meredith MacFarlane

Western's diversity is part of what makes our campus unique. It is important to ensure that students feel they have a safe space on campus where they can interact and be themselves. We hope to increase programming opportunities that appeal to a wide variety of students.

Clubs Rebuild

Executive Lead: Vice President Student Services Bianca Gouveia

A key area of discussion during last year's presidential campaign was making improvements to the Clubs system so that it is more accessible. There is a lack of knowledge within club membership and the club executive about the USC's procedures and policies. In order to appropriately support clubs, we will make Club Policy and Procedures easier to understand, follow and enforce so that clubs can operate safely, properly and have the best experience possible.





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