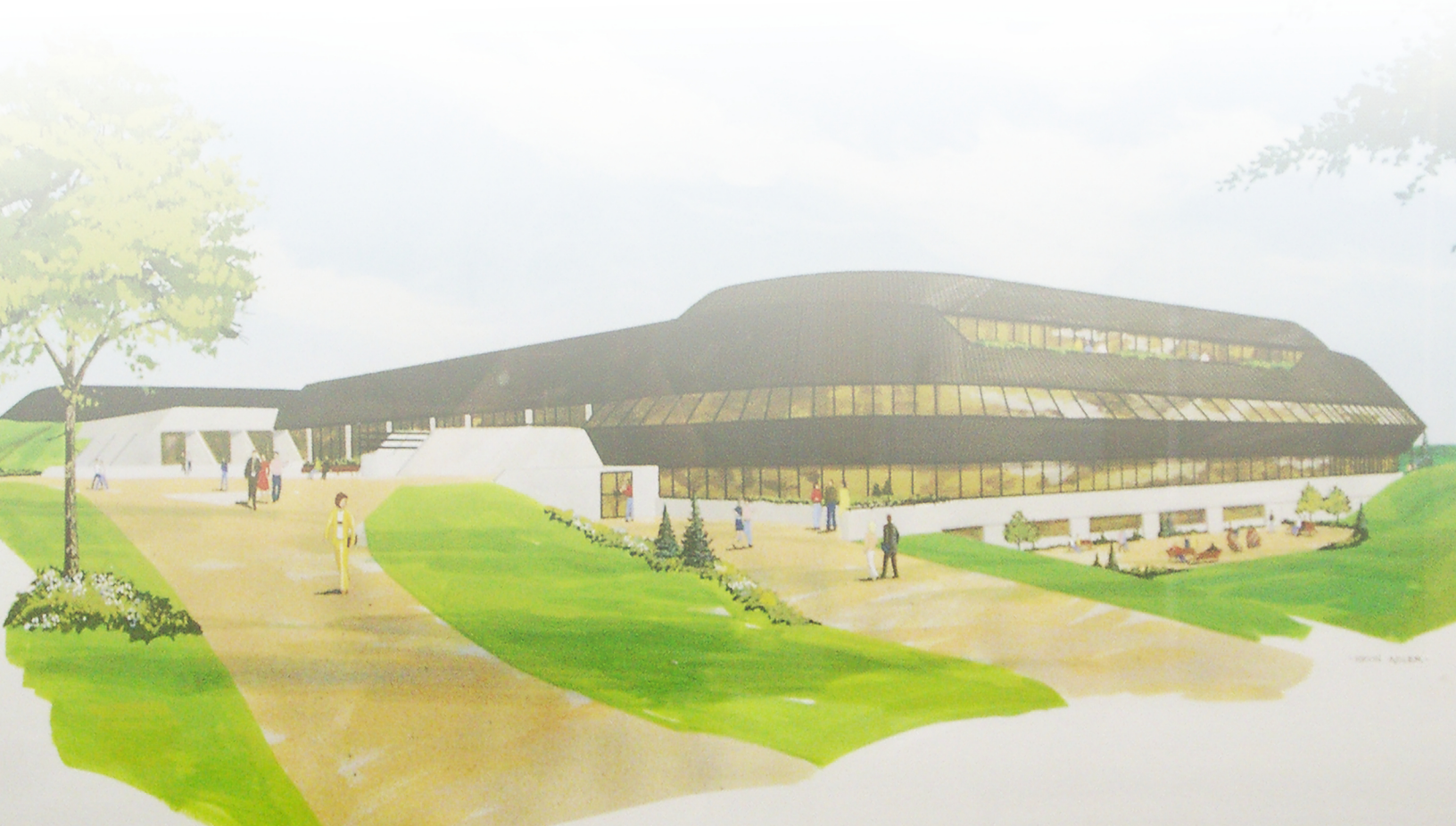




THE UNIVERSITY OF LETHBRIDGE  
STUDENTS' UNION

# Strategic Plan 2011-2015



## Who we are

The University of Lethbridge Students' Union (ULSU) is an organization that exists to serve the interests of undergraduate students at the University of Lethbridge campus and the Northern campuses in Edmonton and Calgary. The values in which the ULSU stands by are reflected by the vision and mission.

### Vision

The Students' Union, the University of Lethbridge will deliver extraordinary service, facilities, programs, and opportunities that exceed the expectations of our students. The Students' Union will be recognized locally, provincially and nationally as a dynamic and innovative leader in the Canadian University Community.

### Mission

The mission of the Students' Union is to provide our students, as well as faculty, staff and alumni a portal to the unique University of Lethbridge experience. The Students' Union compliments the academic programs and enhances the overall educational experience and quality of campus life for all students and other members of the UofL family.

As the heart of the student community, we are committed to student success by delivering a diverse program of cultural, educational, social and recreational services. We strive to surpass the needs of our multi-cultural student community, create a positive learning experience, and maintain a healthy balance between academic and leisure activities.

## Why we exist

The University of Lethbridge Students' Union exists to build a better student experience in all aspects of student life. We are a student centered and student driven organization which continuously pursues the best interest of our students. We ensure that our students lives are affordable, enjoyable, and most of all that the quality of their education remains high.

We do this in five essential ways:

1. We offer high quality services.
2. We offer a dynamic range of superb events.
3. We advocate on behalf of our students at all levels of Government.
4. We play a key role in the governance of our University.
5. We facilitate clubs and are a central part of student life.

## Where we are going

The ULSU Strategic Plan 2011-2015 is a working document; it is flexible yet specific. It is carefully tailored to allow for new initiatives and ideas while still forming the strong framework capable of providing valuable guidance to future executives. It is the ultimate hope in creating this Strategic Plan that the ULSU can ensure each student is receiving quality service, thriving programs, and extraordinary opportunities which enhance the experience of the student both in an academic and non-academic setting.

This Plan recognizes that both our student body and organization have changed throughout the history of this University, and that it will continue to evolve into the future. Enrolments have increased dramatically in the last decade, as have the opinions and needs of our student population. The Strategic Plan acknowledges that our organization must continue to grow in future years in order to best serve our changing student body.

This Strategic Plan is centered on four main priorities which are broad in focus and comprehensive in scale. Together these priorities encompass everything we strive for as an organization and will provide a road map to success for future years.

Our Strategic Direction:

Four Fundamental Priorities



## Confirm a Prominent On-Campus Profile

*We will seek to mobilize our student body through enhanced communication.* Through more effective communication we will increase the knowledge our student body has about the many events and services offered by the ULSU. This will be achieved in a number of ways. First, through *expansion of our online presence*; offering a more dynamic and accessible website, an active blog, and making effective use of the multiple forms of social media. Second, by encouragement of *traditional forms of communication*, through face to face contact between the General Assembly and students, and on-campus tables and booths. Finally, we will continue to work closely with University Departments and faculty, allowing us to more effectively promote ourselves on campus.

*We will promote and the ULSU logo; establishing its identity on campus.* Every brand is an important part of the identity of any organization. In order to increase the effectiveness our brand must resonate and have meaning with our student population. We will strive to *develop an association* between the ULSU slogan: Representation, Advocacy and Service, and the ULSU logo. Additionally, our brand will see greater placement and visibility on campus.

*We will deliver a diverse range of high quality events.* Our events must meet the needs of a wide variety of student interests in order to ensure that our organization is living up to its central mission and vision. We will make use of the ULSU club base and *highly encourage multi-club events and provide support to larger club events*. Ourselves, the ULSU will plan both traditional and non-traditional, academic and non academic, and party and non-party events to ensure that all of our students will have the opportunity to attend an event which interests them.

*We will establish the ULSU's presence early on in the student experience.* Through collaboration with Recruitment and student life, we will *target new students* before they arrive on campus. Once on campus the ULSU will plan more *events for first years* which will ideally draw this key demographic closer to the ULSU. With this in mind, we will *maintain the momentum created by Fresh Fest* throughout the year. Finally, we will provide greater *support for transfer students* to help integrate them into the University of Lethbridge community.

## Provide the Highest Quality of Service

The University of Lethbridge Students' Union offers a wide range of services, programs, and opportunities which seek to enhance the university experience and quality of life for our students. The ULSU constantly strives to cater to the unique needs our membership and ensure a positive overall university experience. With this in mind, we will continue to enhance our reputation as an organization offering outstanding programming to undergraduate students.

[We will recognize and address the unique needs of our membership on-campus and at our Northern campuses.](#) After understanding the challenges facing our students on our satellite campuses the ULSU will venture to *increase the level and number of services* available to this often neglected portion of our student body. We will also place a greater emphasis on promoting the services offered to our students in Calgary and Edmonton.

[We will always recognize changing student needs in delivery of our services.](#) As times change, so do the needs of our students. The ULSU will always monitor the pressing student needs of the day and tailor our services to meet those needs.

[We will commit new funding to expand our service base.](#) Service, being one of the key facets of the ULSU, will receive more funding in future years. This will ensure that our organization remains significant on campus and that our students receive nothing but the highest quality of service which they deserve. We will not only improve upon existing services, but also create new services which meet the needs of our students.

## Strengthen our Advocacy Efforts

The University of Lethbridge Students' Union has played an active and successful role in ensuring the student voice is heard amongst all three levels of government and University Administration historically. However it is important for ULSU continue to build upon this success into the future.

[We will maintain our strong voice in the governance of the University of Lethbridge.](#) We will ensure that our role in governance remains strong by staffing University committees with our most active and passionate students. We will build upon our positive relationship with senior administration, though we will not rely upon it in all of our endeavours.

[We will continue to represent the ULSU effectively within our lobby organizations.](#) We will always ensure that the voices of our students and interests of our organization are heard within CAUS and CASA. We will also strive to take on greater leadership roles within both of these organizations in order to best represent the interests of our student body. Towards this end, the ULSU will look into the viability of creating a VP External position.

[We will build a grassroots engagement strategy for our advocacy efforts.](#) The ULSU will construct a strategy which will encourage more involvement from the wider student body and Lethbridge community in our advocacy efforts. Included in this is the General Assembly; future executive councils should look to the GA for greater direction in advocacy.

[We will expand our voice at the municipal level.](#) The ULSU endeavours to build a closer relationship with the City of Lethbridge and will work hard to represent the needs of our students more effectively at this level of government.

[We will cooperate further with the Graduate Students' Association and Lethbridge College Students Association on shared issues.](#) With the backing of all three of these organizations our lobbying efforts, especially at the municipal and University levels, will be more effective.



# Encourage Sustainability within the ULSU and on Campus

Sustainability is an essential progressive practice which will play a large role in determining the success of the ULSU in the coming years. It is important to note that our adherence to the principles of sustainability goes well beyond standard environmental notions, and includes social, cultural, and financial aspects. Only through a comprehensive focus such as this can we ensure that our long term growth and success will be maintainable.

[We will promote social sustainability on campus.](#) Through close collaboration with the Health Center, LPIRG and other campus groups we will encourage healthy lifestyles for our students. We will also strive to create a safe and caring environment for historically marginalized groups of students on campus.

[We commit to being a socially sustainable organization.](#) We will involve more closely students not on the General Assembly to volunteer at our events, learn about the organization, and encourage them to run in elections. By continuing to effectively promote our nomination period, we will strive to ensure that a high number of qualified candidates run in our elections. Finally, we will continue to improve upon our transition period in order to ensure an effective changeover between executive councils.

[We will always remain fiscally sustainable and responsible.](#) Primarily, we will seek to reduce our reliance on QIP for funding events and services which are vital to bettering the lives of our students. While we will always make effective use of QIP money, it is important that we prepare ourselves for a scenario where we lose funding in the future. Additional to QIP, Club funding, as identified as a crucial destination of SU funding, should be expanded. Finally, the ULSU will place a greater emphasis on transparency and accountability; educating the student body on where their fees go.

[We will foster an increased focus on environmental sustainability on campus.](#) By working closer with the University, LPIRG, clubs, and other groups, we will encourage and foster new environmental initiatives. Additionally, the ULSU will lobby for a central University body which will target and foster sustainability efforts on campus.