

AUSU Internal Goals

Website – *Launch and promote new AUSU website to better serve the needs of members and council*

1. Work with the web developers to ensure that all desired content is incorporated or archived into the new website including
 - Digital awards applications (new)
 - Course evaluations (new)
 - All current website content
2. Work with web developers and AUSU staff to train staff and develop written instructions for maintaining and updating the new website including
 - Posting blogs
 - Updating/uploading policies and documents
 - Creating/deleting pages as needs and services change
3. Use social media and other appropriate avenues to promote the new website and its features

Communications – *Improve outgoing communications and membership engagement*

1. Develop a procedure to communicate with new members that highlights AUSU's services
2. Develop and implement a social media strategy that incorporates AUSU's Facebook and Twitter accounts
3. Investigate a Writer in Residence program
4. Analyze the results of the recent survey that closed June 15 and explore possible changes based on member feedback

Lobbying – *Highlight and communicate AUSU membership's unique needs and priorities more effectively to external stakeholders.*

1. Become familiar with CASA organization (goals, policies, bylaws, etc)
2. Actively participate in the 4 yearly conferences with minimum of 1 Exec attending in person

Services – *Successfully launch and monitor new and recent services available to the AUSU membership*

1. Work with AUSU staff and Oohlala to successfully launch and promote the new AUSU/AUGSA mobile app
2. Work with AUSU staff and Ceridian to successfully launch and promote the new Student Life Line (Mental Health Services)
3. Review all usage reports provided by Oohlala and Ceridian to gauge uptake of the new services
4. Work with Gallivan to assess the feasibility of the Health Care plan and discuss the ability of the plan to continue.

Governance – *Review and revise the AUSU policy manual as needed*

1. Evaluate the current bylaws and policies and their current compliance with the PSLA. Review previous legal opinions and suggestions regarding bylaws. Make appropriate updates as a result of recommendations and implement changes.
2. Conduct a successful general election.
3. Complete all policy review and revision in the 2015 / 2016 year as outlined in Policy 1.01
4. Investigate Governance Training for staff and exec members.

Internal Advocacy – *Improve services and support to AUSU membership within the AU community*

1. Continue to foster a positive working relationship between AU and AUSU through regular meetings and discussions with AU executives.

The Voice – *Support The Voice as an important member service and form of communication of AUSU*

1. Work collaboratively with The Voice to help create a meaningful action plan to improve the publication and increase readership by
 - Providing support to The Voice as requested to ensure a successful consultation process
 - Reviewing and making recommendations to the action plan as presented by The Voice
 - Supporting the implementation of the action plan through non-financial resources as agreed
2. Work collaboratively with The Voice to develop a procedure to review and reassess the action plan on a regular basis that shall include
 - Inviting The Voice to meet with council to discuss the successes and challenges at defined points in the action plan
 - Making recommendations to The Voice on potential ideas where AUSU can help with the identified challenges

