



Athabasca University  
**Students' Union**

## AUSU Council Goals 2016-2017

Approved by council on September 13, 2016

### Advocacy

- Before March 1, 2017; finalize and approve an annual AUSU Advocacy Document, which should include advocacy topics at the federal, provincial, and institutional level; and use the Document to advance AUSU Advocacy Priorities for the upcoming Executive term.
- Investigate opportunities for provincial advocacy, including, but not limited to:
  1. Observing provincial advocacy groups such as Alberta Students' Executive Council (ASEC) and Council of Alberta University Students (CAUS).
  2. Having a minimum of one AUSU Executive attend the Alberta Government Student Leadership Conference in person.
- Continue a high level of participation and visibility as members of the Canadian Alliance of Student Associations (CASA) by:
  1. Participating on the CASA Board of Directors as possible.
  2. Participating as elected and voting members of CASA committees as possible.
  3. Ensuring a minimum of 1 AUSU Executive attends each CASA conference in person.
- Attend regular meetings with AUSU stakeholders as identified in the AUSU Stakeholders spreadsheet at a frequency determined by AUSU Executive and each stakeholder. Use these meetings to advance AUSU advocacy priorities and to strengthen relationships with our stakeholders.

### Services

- Successfully introduce and implement new AUSU awards, including, but not limited to, the AUSU Health and Dental Plan Bursary and the AUSU Single Parents Bursary; and evaluate their success by July 31, 2017 and make any necessary improvements/changes.
- Contribute staff and council time resources to the AUSU Joint Voice/Council Action Plan Committee, and work collaboratively with The Voice Magazine to develop a procedure to review and reassess the agreed upon action plan in ways that include, but are not limited to:
  - o Inviting The Voice Magazine to meet with Council to discuss the successes and challenges at regular intervals.
  - o Making recommendations to The Voice Magazine on potential ideas where AUSU can help with the identified challenges.
- Review utilization reports and feedback from membership for AUSU services twice annually, in order to ensure consideration of member value when investigating contract renewal and effectiveness of promotion; for services including, but not limited to:
  - o Student Lifeline.
  - o AU Students' Mobile App.
  - o AUSU Awards.
  - o Lynda.com.
  - o The Voice Magazine.

## Communications

Develop a comprehensive communications plan, which includes communication between Athabasca University Students' Union (AUSU) members, between AUSU Council and its members, and between AUSU and the general public; in ways that include, but are not limited to:

- Continue proactive communication with new members through the maintenance and distribution of a welcome message highlighting AUSU services.
- Implement the Council approved AUSU Social Media Strategy.
- Facilitate consistent communication from AUSU to our membership through newsletters sent at least once a month.
- Conduct a minimum of one membership survey annually, and incorporate results into Council goals, advocacy and internal management as applicable.
- Utilize our communication channels to relay AUSU Council work, AUSU Member services, and AU news to our membership. These channels include, but are not limited to, the AUSU website, AU Students' App, Social Media and The Voice Magazine.
- Consider the needs of the membership and of AUSU Council in facilitating member discussions and ensure that the needs are met, this can be either through the promotion of existent platforms or the creation of a new one(s). In other words, it is to find out what our members needs to discuss among themselves, find out what council needs to allow for robust member consultation (general, election, bylaws, etc.), and to meet, even exceed, these needs.
- Investigate how to better facilitate member discussions for easier and more robust member consultation.

## Governance

- Undergo and successfully adopt a comprehensive Bylaw review and amendment prior to December 31, 2016.
- Conduct a successful by-election to replenish seats on AUSU Council, followed by a full orientation of new Councillors.
- Complete all policy review and revision as prescribed in policy 1.01 and as otherwise deemed necessary by Council.
- Implement a permanent, consistent method of performing executive compensation review by following the recommendation of the Executive Compensation Review Committee for a Compensation Review Process as adopted by AUSU Council on March 10, 2016.
- Provide consistent opportunities for AUSU Council to have informal discussions, where brainstorming and idea sharing are encouraged.

## Internal Management

- Facilitate the relocation of AUSU office, with an aim of significant financial savings and minimal disruption to the regular AUSU operations; prior to the end of our current lease agreement, which terminates on March 31, 2017.
- Review and develop processes that support the success and satisfaction of AUSU employees, and encourage a workplace that is both supportive and motivating in an effort to retain staff and provide an excellent experience for our membership.
- Investigate an increase in AUSU membership fees, determine the impact this would have on the AUSU annual budget and on enrollment at AU. Perform member consultation on the topic and investigate

with AU the necessary steps to implement an increase. Provide a recommendation for the 2017/2018 AUSU Goals list on how to perform an increase if it is determined one is needed.

- Determine what amounts AUSU should have designated as reserve funds, and the value of the designation.