



AUSU Strategic Plan 2018-2020

AUSU Values and Principles:

Students First: AUSU will keep students at the heart of the organization, understanding that its primary objective is to enhance the overall undergraduate student experience at Athabasca University. AUSU is proud to be a student organization and celebrates its members successes, while enhancing the recognition of AUSU members and their interests.

Relevance: AUSU programs and services are developed based on the needs of AU undergraduate students and must be relevant to those ever-changing needs.

Accountability: AUSU will strive to be transparent and accountable in all aspects of the organization, while always respecting student dollars. AUSU will be aware that all actions set precedent.

Excellence: AUSU will continually strive for a high level of integrity, quality, professionalism, and respect, while holding AU to the same level of excellence at all levels of the University.

Community: AUSU will promote and participate in developing awareness and recognition of open, online, and distance education.

Advocacy: AUSU will advocate to all levels of the university and government to ensure that undergraduate students are represented and their voices are heard. AUSU will advocate for the individual but never to the detriment of the whole.

AUSU Council will strive to uphold the values and principles of the organization and constantly measure themselves against them.

AUSU Goals:

- 1) **Advocacy Goal:** AUSU will support and advocate for all AU undergraduate students while representing their unique needs to the university, and provincial and federal governments.

In pursuit of the advocacy goal, AUSU will:

- Continue to update and expand on position policies;
- Advocate for universal accessibility to post-secondary education;
- Utilize an AUSU advocacy document, based on the goals and priorities identified by the membership;
- Research municipal and provincial advocacy groups and seek opportunities for partnerships and collaborations;
- Strengthen AUSU's relationships with student-led organizations at the provincial and federal levels;
- Develop the capacity to be a research leader in student advocacy and to support the students' council, executive council, and professional staff;
- Be a strong resource for CASA to ensure the voice of AU undergraduate students is heard; and
- Advocate to AU to ensure an excellent academic and student experience, as well as affordable education costs.

- 2) **Student Engagement Goal:** AUSU will cultivate a collaborative environment that fosters a high level of student engagement. Within this environment AU undergraduate students should feel supported and aware of all programs and services offered by the AU Students' Union.

In pursuit of the student engagement goals, AUSU will:

- Foster an environment where all AU undergraduate students know what services are available to them throughout their academic career;
- Conduct annual surveys seeking feedback from the AUSU membership;
- Showcase student governance;
- Highlight student leadership opportunities through AUSU elections;
- Create awareness of all AUSU programs, services, and resources;
- Implement the Social Media and Communications Strategy;
- Continue to develop AUSU mobile app opportunities; and
- Utilize the Voice Magazine as a student engagement tool to promote member engagement.

3) **Member Services Goal:** AUSU will create awareness of all its programs, services, and student resources, while continuing to seek feedback from the student membership in order for student needs to be met.

In pursuit of the member services goal, AUSU will:

- Collect and analyze annual data to assist in measuring success of member services;
- Ensure AUSU's programs and services are meeting the unique needs of AU undergraduate students;
- Ensure mental health support is maintained as a priority for the membership;
- Investigate innovative programs and services unique to the distance learning environment;
- Develop student awards to meet the diverse needs of the AU student body; and
- Be a strong advocate for The Voice Magazine to elevate its profile within the AU community.

4) **Community Partnerships Goal:** AUSU will strive to create partnerships both internally and externally from AU that seek mutual benefit and enhancement of the AU student experience.

In pursuit of the community partnerships goal, AUSU's will:

- Develop strong internal relationships by hosting regular meetings with AU stakeholders;
- Be a strong resource for AU to ensure they always seek to have a student at the table when making decisions;
- Partner with AU to establish AUSU office space within the AU campus in Edmonton;
- Act as ambassadors for online and distance learners to the general public and post-secondary community;
- Strengthen AUSU's relationships with fellow student led organizations; and
- Be a strong partner and resource for CASA.

5) **AUSU Organizational Structure Goal:** AUSU will strive to be an organization of consequence, with undergraduate student needs always being at the forefront of its decision making. AUSU's strong foundation will make it a leader amongst its fellow student organizations.

In pursuit of the organization structure goal, AUSU's will:

- Develop a strong foundation for AUSU to grow as an organization;
- Keep professionalism, collaboration, and team work as pillars for the Association;
- Create a professional environment that maximizes the potential of staff, executives, and councillors;
- Foster a culture of consequence, understanding that what AUSU does for students matters;
- Become experts in managing change to allow for seamless transitions for the executive teams and council;
- Review the AUSU fees to ensure sustainable growth moving into the future;
- Offer both distance and face-to-face opportunities for student leadership collaboration; and
- Solidify AUSU's governance structure by maintaining relevant bylaws and policies.

