



## **2018- 2019 Executive Workplan**

### **SUMMARY:**

This council approved executive workplan is established annually by the executive committee (EC) and is created to ensure all the EC tasks align with the current AUSU Strategic Plan. The workplan is a high-level overview of the strategies that will be undertaken to achieve the goals set out in the 2017-2020 AUSU Strategic Plan.

### **PRESIDENT: (Brandon Simmons)**

#### **1. Foster AB student union executive collaboration network and partnerships**

- Engage with and develop relationships with other AB student leaders at conferences (CASA, ASLC, etc.)
- Create province wide student leader FB group to foster communication
- Create basic platform to easily share SU priority information between all organizations
- Investigate ways to allow further collaboration with other student unions
- Engage with other student unions to prepare for upcoming provincial election

#### **2. Work with AU to refine overall student experience**

- Oversee and participate in student experience consultations (find out student perspectives on Moodle, My AU, Overall improvements to AU by consulting and data mining at AUSU events such as FB live, Meet and Greets, town halls, etc.)
- Participate in AU Learning Framework steering committee to help shape AU's new learning environment
- Assist VPFA with refining position policies to reflect what students want to see at AU
- Ensure that AUSU members are represented during university change and growth

#### **3. Refine council processes to manage recent growth and improve transparency**

- Research and Develop enhanced executive review and accountability processes
- Refine executive transition process (document processes, refine existing, and investigate new training opportunities)
- Research and develop processes to help better connect council with AUSU members
- Research and develop ways to improve transparency between council and executives to allow for more collaboration and engagement (investigate communication opportunities, FB, What's app, one on one conversations)
- Refine and formalize AUSU planning processes for annual workplans and strategic planning

## **VP EXTERNAL and STUDENT AFFAIRS: (Melinda Goertz)**

- 1. Research, develop, and implement enhanced engagement opportunities:**
  - a. Between AUSU and the University**
    - Consistent streams of communication between key points of contact within AU
    - Foster strong Stakeholder meetings
  - b. Between AUSU and the Student**
    - Bi-monthly Newsletter & New Student Mailout initiatives
    - New AUSU Podcast
    - Social Media Strategies
    - Meet & Greets, and FB Live sessions
    - Contests/Awards
    - Research the potential of AUSU clubs or student groups
  - c. Between the University and the Students**
    - Collaborate with University Relations to improve University - Student relations
    - Investigate how AUSU can play a role in bridging communication gaps between AUSU members and AU
    - Investigate opportunities to engage with new members and foster engagement
- 2. Research and develop formal Provincial and Federal Advocacy Plans**
  - Investigate and connect with CAUS, ASEC, and Other provincial advocacy groups
  - Develop annual advocacy planning process and philosophy
  - Investigate and develop processes to facilitate advocacy meetings
  - Investigate advocacy tools and resources to recommend to council for adoption
  - Research best practices for post-secondary student advocating
- 3. AU Pride and Community**
  - Research and brainstorm how to create an AU Community in an online environment
  - Foster pride and a sense of fun within AUSU initiatives for student engagement
  - Help refine and communicate the personality of AUSU
  - Work on improving and evaluating AUSU mobile app

## **VP FINANCE and ADMINISTRATION: (Natasha Donahue)**

- 1. Review existing position policies and develop new position policies to help shape the AU student experience**
  - Research AU student advocacy needs, what we are currently advocating for, what council and exec think we should create position policies for, what the future of AU may look like in relation to these policies.
  - Review current position policies and ensure they are relevant and being advocated for appropriately. Ensure current position policies are relevant and reflect the needs of AUSU
  - Look at overall presentation of position policies

- 2. Engage with Members (surveys/etc.) to identify new member services (Ex: career services)**
  - Research what students are specifically looking for and what opportunities currently exist
  - Develop plans to connect students to opportunities and provide a “hub” within website.
  - Research career services that students want that are not currently being provided.
  - Start to experiment with ways of connecting students to current opportunities and establish methods of communication
  
- 3. Develop and implement value proposition for current services (campaign/way of approaching and communicating what AUSU does for students)**
  - Work with staff to design a campaign that sells AUSU services to students
  - Work with MECC committee to ensure goals align with student communications
  - Implement an ongoing communications campaign that effectively adds a face and value to what AUSU does for its members
  
- 4. Implement new unified financial reports**
  - Continue to work with staff, finance committee, and the AUSU auditors to implement new financial reporting within the organization.
  - Review financial control processes quarterly
  
- 5. Initiate Bylaws review and amend based on Council recommendations**
  - Open Bylaws in the fall for special resolution approval by council. Identify areas of the bylaws for revision.