

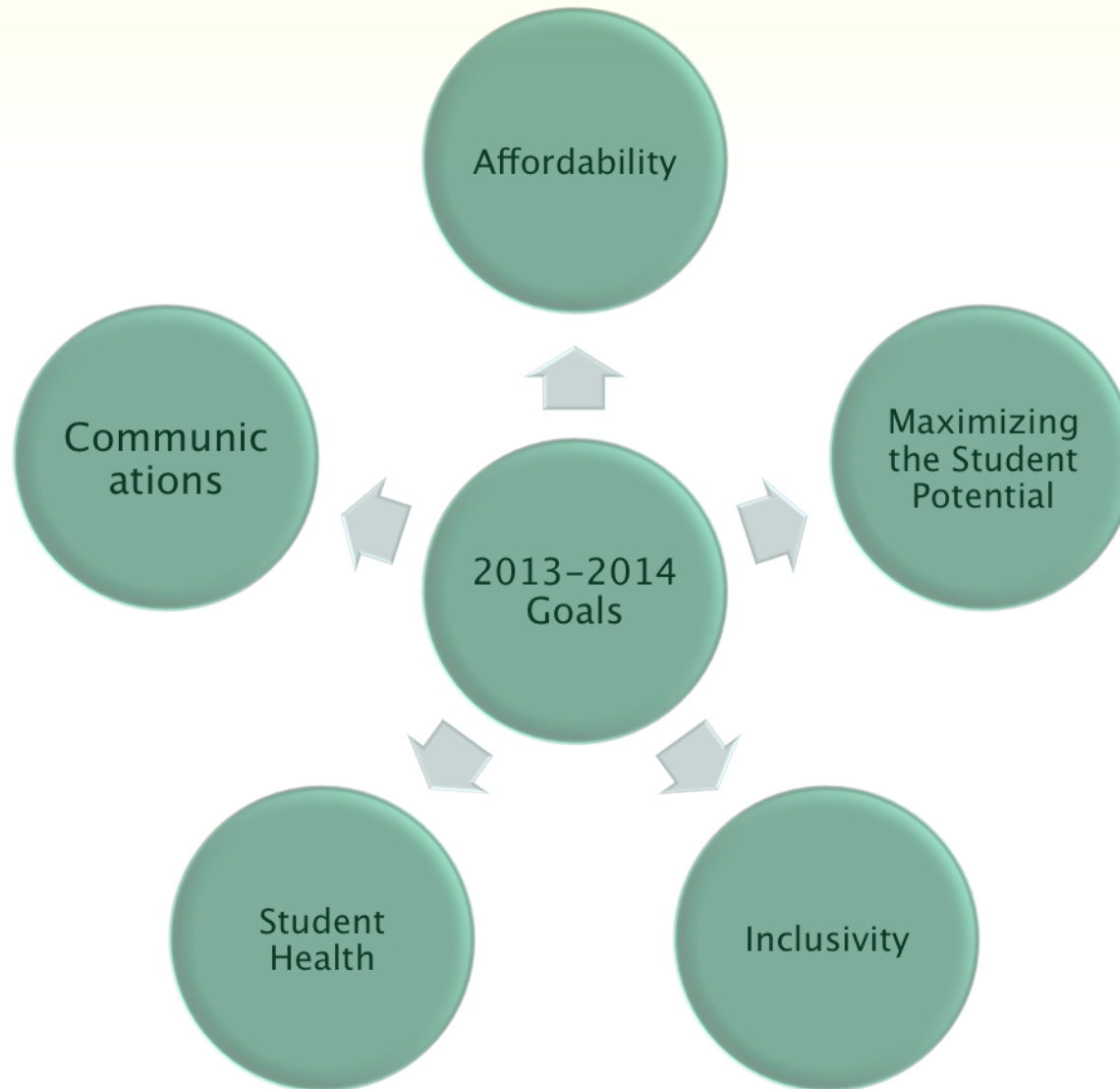


UNIVERSITY OF ALBERTA  
STUDENTS'  
UNION

## UASU Executive Theme Goals 2013-2014



# Themes







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# **Presidential Goals Presentation**

*Petros Kusmu, Students' Union President*

**Tuesday, July 30, 2013**

# Executive Goals Overview



My executive goals are structured under three broad themes:

1. Improve Communication & Engagement within the SU (p.3)

2. Explore New Ideas for the Students' Union to Pursue (p.6)

3. Fighting for Students on Cost & Representation (p.10)



## A. Improve Comm. & Engagement w/ SU



1. Explore ways to Improve the Engagement of Councillors on Students' Council (p.3-4)
2. Expand Communications Outside of the SUB (p.4-5)

## B. Explore New Ideas for the SU to Pursue



1. Explore ways to Support Students in their Non-Profit and Entrepreneurial Pursuits (p.6–7)
2. Reevaluate Student Group Funding (p.7–8)
3. Pursue the Establishment of “One-Week” Courses Prior to the Start of the Fall & Winter Semester (p.8–9)



## C. Fighting for Students on Cost & Representation



1. Fighting for Students in Residences
  - From Lister to HUB (p.10-11)
2. Fight for the Regulation of MNIFs (p.11)

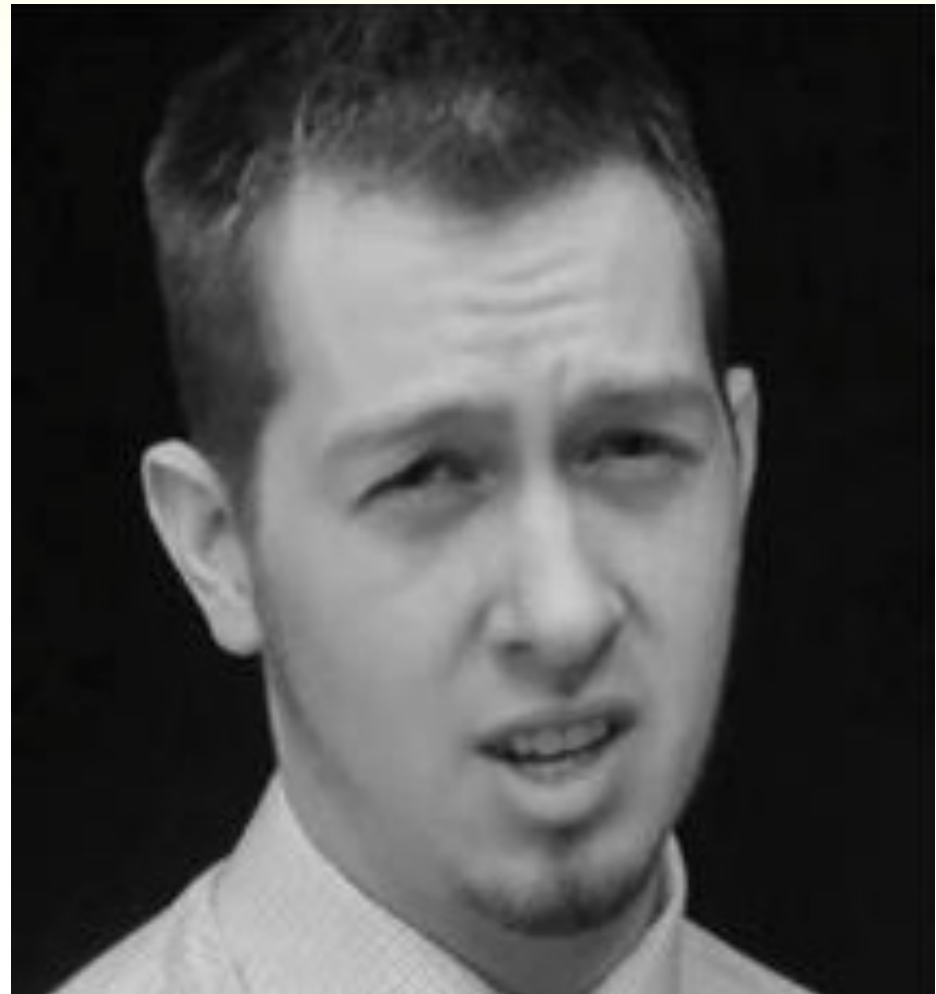


# Questions?

Our draft goals are 66 pages.

I know, I know.

But with that being said, are there any questions?



*Dustin Chelen's "Not Impressed" face*



VICE PRESIDENT  
**ACADEMIC**

U *of* A STUDENTS' UNION

**Goals 2013-2014**

# Focus on Teaching and Learning



- Raise the profile
- Better support our professors, teachers, and TAs
- Focus on student outcomes
- Work toward more effective teaching evaluations

# Fight Rising Textbook Costs



- Communicate to students and professors alternatives to buying new
- Push for price-conscious purchasing
- Connect with our libraries
- Move toward the future: eBook shelf



# Empower the Students in Governance



- Build a Student Governance Centre
- Fill GFC vacancies, finally
- Give the nameless masses a voice
- Solidify the value of students in University governance



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# **2013/2014 VP External Goals**

# Overview



- Focused on affordability, accessibility and protection of student rights within Institutions.
- Almost the same as election platform, however with re-prioritization of certain items given political climate.
- Extremely important year for provincial advocacy in Alberta.

# Overview Continued



- The Goals in order of importance:
- The PSLA and its vast cavern of issues (fee's, tuition, governance)
  - a) This will be achieved through collaboration and effective lobbying.
- Student Employment
- Municipal Election
- Mental Health
- International Students
- Advocacy Team

# Post Secondary Learning Act



- What is the PSLA? Essentially the rulebook for PSE in Alberta.
- Literally details exactly how Universities should be run, how they assess tuition, how they deal with finances, etc.
- It's being opened for review. This hasn't been done since it was first passed 2003, and likely won't happen again for a really long time. That's pressure, people.



# Post Secondary Learning Act



- So what are some things we want to change in the PSLA?
- 1) Mandatory Non-Instructional Fee's. We can have the government **legislate** a student approval process.
- 2) The Tuition Cap. Implemented in 2009 to ensure tuition is predictable, it remains a temporary solution. Inclusion in PSLA=permanent solution.
- 3) Student Representation in governance. Clear up language surrounding GFC and Board. Ask for more student representatives.
- 4) Giving Students' Unions more autonomy. As it stands in the PSLA, the SU "reports" to the University in some aspects. More control over our own affairs reinforces the SU's independence as **the** voice of students.

# How do we intend to succeed? Through collaboration.



- In addition to strong lobby efforts towards the government, we need to get Albertan SU's on the same page.
- Three separate lobby organizations represent students in Alberta.
- Different style of institutions means different issues and different priorities.
- Agreement on PSLA priorities between CAUS, ASEC and AGC would be much more effective towards success.

# Collaboration



- So what should we do?
- Hopefully meet with representatives from all three organizations before first quarterly meeting.
- Lobby other student organizations to adopt aforementioned PSLA principles.
- Joint meetings with the Minister and Civil Service Staff
- A signed document indicating agreement between organizations on PSLA reform (very difficult to achieve, but best possible hope).

# Student Employment



- Big issue now that STEP has been cut.
- Alberta is now the only province in the nation (including the Territories) without a student focused summer employment program.
- Other employment issues: Youth unemployment rate, finding a job after graduation, wage in relation to tuition.

# Student Employment



- So what do we do now?
- Government has indicated they are interested in eventually creating a new student employment program
- Student leaders should be consulted rather than just government leaders making decisions.
- By having a roundtable on student employment in general, we bring the discussion to us. We can raise all issues ranging from employment programs to finding a job.
- Attendance by other SU's will increase likelihood of good governance attendance.
- Hopefully will kick start a conversation about a new and improved Alberta summer employment program.



# Municipal Election



- Was a minor platform issue, now a major one.
- This is because of diversity of candidates. Previous Mayor was not open to conversations on property taxes.
- With three fresh candidates comes new perspective. Hopefully the chance to either prevent student property taxes, or provide value to the student population through them.

# Municipal Election



- Campaign will be approached through three different ways.
- Questionnaire focusing on student issues will be send to candidates in all races and published online.
- A Mayoral forum will be held in October at Macewan.
- Marketing campaign will take place in order to encourage students to vote. Each campus will have its own polling station.

# Mental Health



- Both a federal and provincial issue:

Federally:

- The first goal was to get mental health as a priority at CASA. This was successful.
- CASA's has endorsed several mental health asks. Collaboration between provinces and feds, a trans Canada strategy, and more resources.
- At this point it's a matter of lobbying.

# Mental Health



## Provincially:

- Focus will be on awareness among MLA's.
- Three year funding decision was just made last year, this isn't even an issue in the eyes of the government.
- "Light lobbying". Reminders of the mental health problems on campus and why funding should be continuous.
- Creation of UASU and CAUS policy in order to reinforce provincial message.

# International Students:



- Focus on federal side of International issues.
- Two huge issues facing International students are cost and ability to earn their education.
- Again, the first goal was to have issues of this nature passed as priorities as CASA. This was successful.
- Ask on multiple entry visas to ensure all students have the ability to go home.
- Ask on off campus work permits so International students are ability to earn revenue.
- At this point, continuous lobbying is the next step.

# Advocacy Team



- A minor goal, meant to ensure student activity in the VPX portfolio and have more student based lobbying.
- When other students are in attendance in meetings it adds legitimacy to message.
- Lobby training in September. Individuals who prove as strong lobbyists will be brought to meetings in October.
- Will rotate, different students at each meeting if possible.

**Did you need more clarity on any of these goals?**



Because even the best and brightest get confused sometimes. Questions?





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# **2013 / 2014 VP SL Goals**

# Overview



- Primarily the same as election platform, however changing “Defending Student Voice” into “Enhancing Communication Systems”.
  - Supporting Student Health
  - Enhancing Communication Systems
  - Strengthening Community Action
- Flexible in delivery as long as the ends are met

# Supporting Student Health



- Strengthen Community Action
- Build Healthy Public Policy
- **Create Supportive Environments**
- Develop Personal Skills
- Reorient Health Services

\*Population Health Promotion Model

# Supporting Student Health



- Increased support for a zero-cost food environment
- A friendlier winter quad
- An active community kitchen in PAW
- Reassessing the Smoke-Free Environment Policy

# Supporting Student Health



- Increased support for a zero-cost food environment
  - Encouraging home-cooked meals
  - Making microwaves accessible
- A friendlier winter quad
- An active community kitchen in PAW
- Reassessing the Smoke-Free Environment Policy

# Supporting Student Health



- Increased support for a zero-cost food environment
- A friendlier winter quad
  - Breaking the monotony of winter
  - Creating a spectacle or a playground
- An active community kitchen in PAW
- Reassessing the Smoke-Free Environment Policy

# Supporting Student Health



- Increased support for a zero-cost food environment
- A friendlier winter quad
- An active community kitchen in PAW
  - Needs Assessment – to find out what campus wants
  - Programming Options – to find out what others do
  - Advisory Committee – to find the optimal solution
- Reassessing the Smoke-Free Environment Policy



# Supporting Student Health



- Increased support for a zero-cost food environment
- A friendlier winter quad
- An active community kitchen in PAW
- Reassessing the Smoke-Free Environment Policy
  - Goal: Protecting students from second-hand smoke
  - Policy or Practice?

# Enhancing Communication Systems



- Centralization of SU Social Media
- Optimizing Email Communications to Undergrads
- Strategic Collaboration with Students' Council

# Enhancing Communication Systems



- Centralization of SU Social Media
  - Presenting a unified voice
  - Meeting students where they're at
- Optimizing Email Communications to Undergrads
- Strategic Collaboration with Students' Council

# Enhancing Communication Systems



- Centralization of SU Social Media
- Optimizing Email Communications to Undergrads
  - It is the preferred means of communications (survey results)
  - Wide reach, structured approach
- Strategic Collaboration with Students' Council

# Enhancing Communication Systems



- Centralization of SU Social Media
- Optimizing Email Communications to Undergrads
- Strategic Collaboration with Students' Council
  - Potential to reach majority of Undergraduate students
  - Aligns with Council's goals

# Strengthening Community Action



- De-stigmatizing the Greek Community
- Promoting University Athletics
- Connecting International Students
- Strengthening Relationships with Satellite Campuses
- Structured Programming around the Calendar

# Strengthening Community Action



- De-stigmatizing the Greek Community
  - High engaged community on campus
  - Integrated values of mentorship and philanthropy
- Promoting University Athletics
- Connecting International Students
- Strengthening Relationships with Satellite Campuses
- Structured Programming around the Calendar



# Strengthening Community Action



- De-stigmatizing the Greek Community
- Promoting University Athletics
  - Potential to unite Campus
  - Structured seasons and schedules
- Connecting International Students
- Strengthening Relationships with Satellite Campuses
- Structured Programming around the Calendar

# Strengthening Community Action



- De-stigmatizing the Greek Community
- Promoting University Athletics
- Connecting International Students
  - To enhance their experience in Canada
  - To allow domestic students to build cultural competency
- Strengthening Relationships with Satellite Campuses
- Structured Programming around the Calendar

# Strengthening Community Action



- De-stigmatizing the Greek Community
- Promoting University Athletics
- Connecting International Students
- Strengthening Relationships with Satellite Campuses
  - To learn from each other's successes & failures
  - Overcome physical barriers
- Structured Programming around the Calendar

# Strengthening Community Action



- De-stigmatizing the Greek Community
- Promoting University Athletics
- Connecting International Students
- Strengthening Relationships with Satellite Campuses
- Structured Programming around the Calendar
  - To transition students to/from school between semesters
  - To unify marketing of SU programming

I'm done



Questions?

:)



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**2013/2014  
VP (Operations & Finance)  
Goals Presentation**

**by Josh Le**

# Overview



1. Students' Union Building Renovation
2. Students' Union Businesses
3. Physical Activity & Wellness Centre Construction
4. North Power Plant
5. Communications
6. Fee Management
7. Operating Policy
8. VPOF Collaboration



# SUB Renovation



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# THE DAILY ☕ GRIND

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# PAW Centre

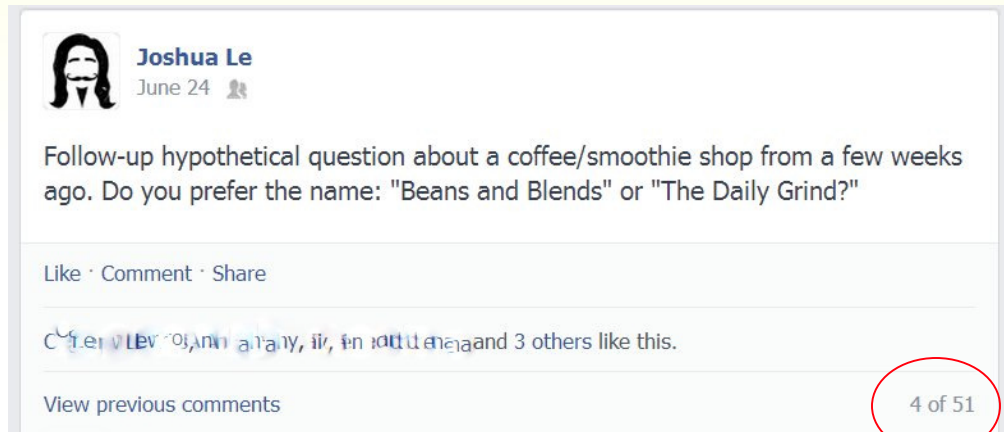




# North Power Plant



# Communications





# Fee Management



# Operating Policy



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## UNIVERSITY OF ALBERTA STUDENTS' UNION OPERATING POLICIES

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# VPOF Collaboration

