

ACADIA STUDENTS' UNION

2024-2028

STRATEGIC PLAN

ASU



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LAND ACKNOWLEDGEMENT



The Acadia Students' Union recognizes that the land where we work, live, and learn is in Mi'kma'ki, the ancestral and unceded territory of Mi'kmaq.

The "Treaties of Peace and Friendship," were first signed by Mi'kmaw, Wəlastəkwiyik (Maliseet), Passamaquoddy, and the British Crown in 1725, and it is still upheld today.

We are responsible for caring for this land and the people who live off it. We are all treaty people.

Mission, Vision & Values

Mission

We serve students through representation, support, and communication to equip them for the best Acadia experience they can have.

Vision

We are made:

- **Of the Students**

We are a student-led organization with an elected representative council

- **By the Students**

The direction and decisions of the organization are made by students

- **For the Students**

All of our work is centered towards serving students on Acadia's Campus

Values

All students are safe, successful, and satisfied with their time at Acadia.

Swot Analysis

Strengths

- Community Relations
- Programmable Space
- Large, engaged SRC
- Fundraising Capacity
- Social media presence

Weaknesses

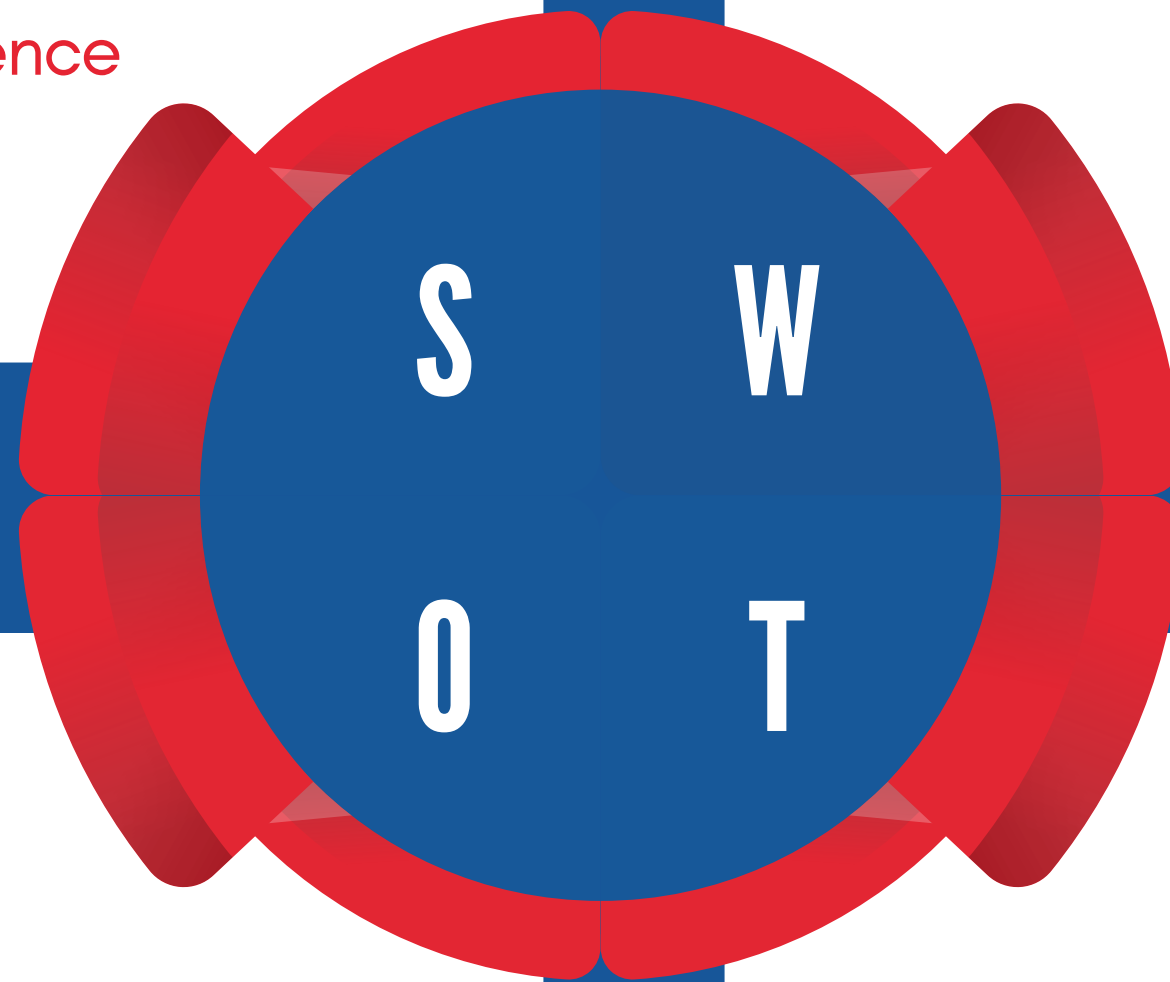
- Low student engagement
- Quick turnover in SRC
- Low visibility of our work

Opportunities

- Lobbying organizations
- Senate seeking input on academic issues
- Promotion through faculty
- University events with high engagement

Threats

- Students with unmet needs may feel disconnected from ASU
- Renovation displaces our facilities



Competitive Advantage:

We organize high-energy programming for students like no one else. This is partially due to our proximity to students to learn what events they enjoy.

We are the primary advocates for Acadia students. With seats at the University's Board of Governors and Senate, we bring the student voice to the most important tables.

We have a close relationship with the University and our Community. This allows us to advocate for students in meetings, conversations, and collaborations with university and community leaders.

OBJECTIVES



HEALTH AND WELLNESS

We represent students at the university's governing bodies to improve health and wellness on campus, and we promote health through events and communications. Safety, satisfaction, and success all require students to be in good health, mentally and physically.

STUDENT ENGAGEMENT

We engage and connect with students to ensure that they are satisfied with their experience at Acadia. Meeting students where they are is a key part of engaging with students.

ADVOCACY

We represent students at the university's governing bodies to push student issues and collaborate to create solutions. Advocating for students increases their satisfaction with their experience, and the advocacy focus may improve safety and success for them.

CONTINUITY

We ensure incoming SRC members have all the knowledge and tools to hit the ground running, which improves the success of our members' work in all its objectives.

COMMUNICATION AND VISIBILITY:

We present a clear image and goal of the ASU to students, university, and community. Student awareness ensures accountability and effective connection of our work to their experience.

STRATEGIES

HEALTH AND WELLNESS

- ACCESS TO A HEALTH CLINIC (FULL-TIME PHYSICIAN CARE ON-CAMPUS FOR STUDENTS)
- GATHERING AND PROVIDING INFORMATIONAL RESOURCES FOR STUDENTS SEEKING TO IMPROVE THEIR HEALTH AND WELL-BEING
- COLLABORATE WITH HEALTH AND WELLNESS STAKEHOLDERS TO IDENTIFY KEY GAPS IN HEALTH SERVICES FOR STUDENTS
- DEVELOP AN EMERGENCY FUND FOR STUDENTS IN URGENT NEED
- ADVOCATE FOR ISSUES PERTAINING TO STUDENT HEALTH AND WELLNESS AT THE UNIVERSITY, COMMUNITY, AND/OR GOVERNMENT LEVEL

STUDENT ENGAGEMENT

- ESTABLISH REGULAR INTERACTION BETWEEN SRC AND THE STUDENT BODY, EXCLUDING SRC MEETINGS.
- CONSULT STUDENTS TO DEVELOP A STUDENT PROGRAMMING FRAMEWORK
- CONSULT STUDENTS ON ADVOCACY ISSUES TO GAIN STORIES AND FEEDBACK ON OUR INITIATIVES

ADVOCACY

- CONDUCT RESEARCH AND DEVELOP POLICY POSITIONS ON STUDENT ISSUES
- DEVELOP WELL-RESEARCHED ADVOCACY PRIORITIES TO PRESENT TO THE UNIVERSITY
- INVITE STUDENT, UNIVERSITY, AND COMMUNITY STAKEHOLDERS TO PREPARE COLLABORATIVE ADVOCACY PROJECTS.

CONTINUITY

- DEVELOP A TRANSITIONS POLICY
- CREATE EDUCATIONAL MATERIALS FOR INCOMING SRC, EXEC, AND CHAIR/VICE CHAIR
- HOST AN EVENT WITH THE INCOMING AND OUTGOING TEAMS

COMMUNICATION AND VISIBILITY

- ESTABLISH REGULAR COMMUNICATION WITH STUDENTS ON OUR PROGRESS TOWARDS GOALS
- ENSURE SRC MEETINGS ARE COMMUNICATED TO STUDENTS IN ADVANCE TO INVITE STUDENT INVOLVEMENT IN THE MEETINGS
- FACILITATE A REBRANDING PROCESS, INCLUDING LOGO, TYPEFACE, AND OTHER COMPONENTS OF UNIFORMITY
- UPDATE SRC ON CURRENT WORK AND DEVELOPMENTS TO INCREASE STUDENT OUTREACH BY WORD OF MOUTH