

# SGA/AGE 2015-2018 Strategic Plan

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*Title: The Road Ahead*

## **Objective #1: Excellence in Service Delivery & Governance**

The SGA will continue to improve the delivery and breadth of its services in an effective, transparent, and responsible manner. Students and partners will be engaged and well-informed through regular and consistent communication.

- Ensure that fees remain competitive and reasonable
- Establish a strong online presence through the continued development of services offered on our website, social media, and app
- Further development for staff and board members through increased training and professional development
- Increase services and programming offered
- Ensure an open and transparent governance environment
- Further our efforts in marketing our operations, events, and initiatives

## **Objective #2: Strong Sense of Community**

The driving force of the SGA is its students. The SGA prides itself on its diverse and distinct population, culture, and heritage. We are committed to continuing to improve our resources and programming to promote an engaged, inclusive, accessible, and safe community at Laurentian.

- Educate students to help engage them in on-campus and community initiatives
- Develop resources to further support student organizations, clubs, and initiatives
- Continue to develop and implement strategies and partnerships to support diversity, culture, and heritage
- Partner with key Laurentian and community stakeholders to enhance student safety through the development of a comprehensive safety strategy
- Improve and increase support and resources for students regarding mental health and overall well-being

## **Objective #3: Strategic Development & Financial Sustainability**

The SGA is committed to meeting the growth and dynamic needs of our students in a fiscally responsible manner. We will support and encourage the development of programs and projects that will benefit the interests of our students.

- Rebuild and create financial reserves
- Continually monitor the efficiency and effectiveness of services and recommend changes to levels of service where appropriate
- Develop and implement services and programming to ensure significant and active use of SGA spaces

- Ensure all company expenses follow corporate purchasing policy and the board approved budget

#### **Objective #4: Student Advocacy & Awareness Education**

It is the mission of the SGA to improve the accessibility, affordability, and quality of education at Laurentian. We will identify and educate students on the issues affecting them and develop credible and constructive solutions to address these challenges.

- Expand our community connection and engagement with the intent to strengthen student interests and involvement on important issues
- Improve awareness and training for advocacy and appeals
- Develop an orientation to educate students on available services offered to them by the SGA
- Provide opportunities for students to gain awareness on current issues such as financial, career, government, and health and wellness

#### **Objective #5: Building Positive Relationships**

To promote the SGA as a strong voice of the Laurentian and Sudbury community, we will strive to create an environment that welcomes new partnerships and opportunities, while continuing to support and enhance what we have already worked hard to achieve.

- Develop an outreach strategy to meet new partners within the community
- Encourage partnerships with community members and businesses for activities such as special events, presentations, and advertising
- Continue to work collaboratively with our departments, including Lambda, CKLU, and the University to develop and implement joint programming and promotional efforts within the Laurentian community
- Establish programs that provide sponsorship and investment opportunities in the community
- Increase focus on programming and services for francophone, Indigenous, and international students

#### **Objective #6: Establish Environmentally Responsible Practices**

The SGA is committed to exploring new ways to become a leader in sustainability and environmental protection. We will develop policies and initiatives that support and focus on reducing energy consumption and waste.

- Commit to developing environmentally responsible practices to reduce our environmental footprint in a cost effective manner
- Establish and expand partnerships that foster student awareness of environmental issues
- Explore opportunities to apply new energy saving technologies and conservation programs and policies