2024-2025
EXECUTIVE ROADMAP

**Laurentian University
Students' General Association**

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INTRODUCTION

The Students' General Association (SGA) was founded in 1960 and has grown from an association with less than 300 members to one representing over 3800 full-time and part-time students. The services, programs, facilities, and structure of the SGA/AGÉ have also changed to meet the new realities faced by our members, Laurentian University, and our community at large.

With the opening of the new Student Centre building in 2019, the SGA/AGÉ completed its sixth move in its sixty-four years of existence. Having moved from its original suite in the Demarco building in downtown Sudbury to the second floor of the R.D Parker Building in 1965, to G11 on Student Street, to SSR G24 due to campus modernization in 2016, to A116 in the Bowling Alley in 2019, to its final and current location, the Student Centre.

Mission Statement

"The Students' General Association exists to empower and represent the voices of Laurentian University's undergraduate students. We enhance the university experience by fostering a sense of community and advocating for student rights; creating a supportive environment where every student can thrive."

Vision Statement

"Our vision is to help students reach their full potential through the delivery of reputable and high-quality service, providing a memorable student experience and the best support on campus."

2024/2025 Executive Team
- Staysha Kasunich: President
- Isaac Vestby: Vice-President

2024/2025 Full-Time Staff
- Carolina Mata Mateo: Executive Director
- Nirav Vagadiya: Manager of Finance
- Alex St-Pierre: Marketing and Communications Coordinator

ORGANIZATIONAL STRUCTURE

Ensuring Diverse Representation and Participation from All Student Demographic

Lead: Isaac Vestby - Vice-President

The SGA/AGÉ strives to foster an inclusive environment by ensuring diverse representation and participation from all student demographics. To achieve this, the SGA/AGÉ looks to collaborate with campus groups to partner for events and gather input to ensure our services and events align with our students' demographics and serve the diverse student population.

Goals:

1. _Ensure consultation from at least 2-3 different student or student-facing groups in decision-making and events._
2. _Include online students in at least 20% of events and major campus activities through hybrid or virtual formats (live streams of events, fully virtual events, online contests for events not suitable for hybridization, giveaways, and contests)._
3. _Rewrite our constitution to ensure that online students and other underrepresented groups are able to participate at our meetings._
4. _Initiate partnerships with underrepresented campus groups for two events per semester (International, Pride, Women's Centre, ISC, EDHRO, clubs, etc.)._
5. _Have two events per year focused on architecture students (downtown campus)._

Policy and Constitution Rewrite

Lead: Carolina Mata Mateo - Senior Manager of Operations
Support: Staysha Kasunich - President

The SGA/AGÉ is mandated by its constitution and is supported by the policies and by-laws. This year the SGA/AGÉ is actively working on a complete comprehensive review and rewrite of the Student Association's governance policies, structure, and constitution to ensure clarity, efficiency, and alignment with current needs and organizational priorities.

Action Steps:
1. Call for students to join SGA/AGÉ standing committees and the Board of Directors.
2. Conduct a detailed review and rewrite of the constitution and ratify at the Members meeting.
3. Conduct a detailed review and update of the SGA/AGÉ policies and establish an implementation procedure.
4. Develop and implement revised descriptions for all duties for committees/Board
5. Conduct a detailed review and implementation of the organizational structure and create a job description for each position. Ensuring that all key strategic areas are covered by designated roles within the new structure.
6. Create a plan for and start filling/hiring the new positions and amending existing contracts if needed.

OPERATIONS AND SERVICES

Enhance Student Services

Lead: Carolina Mata Mateo - Senior Manager of Operations

The SGA/AGÉ offers a multitude of services for students, such as the Food Bank, Health and Dental plan, study rooms, game rentals, UPass, Graduation photos, clubs, events, and a VIP student space. To better serve the students, the SGA/AGÉ is looking to Improve existing services and introduce new ones at the Student Centre to address student needs comprehensively, including enhancing the food bank, improving hygiene product offerings, fixing TVs and speakers, filling out empty spaces, enhancing service visibility, and launching a shipping service.

Action Steps:

1. **Food Bank:** Collaborate with and work with Laurentian University and other student associations to enhance the food bank and ensure food goes to those who truly need it, increase funding, culturally relevant food, and efficiency.
2. **Hygiene Products:** Improve the quality and range of products, while simultaneously ensuring accessibility and efficiency. The SGA/AGÉ also is working to collaborate with internal and external partners to provide increased services
3. **Student Entertainment:** The SGA/AGÉ is exploring options to create accounts for streaming services such as Netflix, Spotify, and sports to offer students.
4. **Add New Tenant to Student Centre:** First, the SGA/AGÉ wants to conduct a survey to find out what services students would like to see on campus. Then, the SGA/AGÉ will look at finding a tenant to rent and occupy the space.

5. ***Enhance Service Visibility:*** *Increase the visibility and advertisement of current services and games offered through V-Desk by promoting through posters and social media.*
6. ***Shipping:*** *Develop and implement a shipping service for students, including logistics and partnerships with delivery companies.*

Student Centre Accessibility

Lead: Carolina Mata Mateo: Senior Manager of Operations

The Student Centre is a place where SGA/AGÉ students are able to lounge, study, and socialize. To achieve this, the SGA/AGÉ aims to make the Student Centre properly accessible to eligible students by improving door functionality and accessibility. We are also looking to expand accessibility to non-SGA/AGÉ students.

Action Steps:

1. Contact I.T. to develop a plan for repairing and improving door functionality.
2. Establish an agreement with other student associations to negotiate agreements that allow their members to access the student center.
3. Develop a framework for these agreements, including any financial contributions or reciprocal access to their spaces. Additionally, the SGA/AGÉ could explore the ability for student associations to create an Opt-In fee for Student Centre access.

Financial Aid Bursaries

Lead: Staysha Kasunich - President

Financial aid is an extremely important part of many students' lives. Post-secondary education is expensive, but luckily there are many resources available to students. The SGA/AGÉ in particular is set to release our Capital Campaign Bursaries. These bursaries will be launched to ensure students have the financial resources necessary to support their education and reduce financial stress. The SGA/AGÉ will also include where to find these bursaries and provide assistance in applying for bursaries for both the Fall and Winter semesters.

Actions Steps:

- Finalize the SGA/AGÉ Capital Campaign Bursaries and update criteria.
- Create and post media content on information about these bursaries including what they are, how to apply, and when to apply.

Student-Led Advocacy for Student Rights and Interests in Institutional Framework

Lead: Staysha Kasunich - President

This initiative aims to strengthen student-led advocacy for students' rights and interests within the broader institutional framework. The efforts will include lobbying local, provincial, and federal politicians to directly address students' needs and concerns. Transparency will be upheld throughout the lobbying process and in the activities of OUSA.

Actions Steps:

1. Develop and conduct a student survey and analyze the results to determine new initiatives.
2. Compile the survey results into formal documents to share with OUSA and Politicians.
3. Meet with Politicians and OUSA.

Know Your Rights Campaign

Lead: Staysha Kasunich - President

A part of the SGA/AGÉ's mission is to advocate for the rights of students. However, as much as it is important to advocate for students, it is also important to educate students on their rights and responsibilities, including the code of conduct, the grade appeal process, landlord-tenant rights, and the Employment Standards Act to empower them with the knowledge needed to advocate for themselves.

Actions Steps:

1. Implement a Know Your Rights campaign that outlines the Grade Appeal process, the Landlord and Tenant rights and responsibilities, and the Employment Standards Act.
    a. Formulate three social media posters and short videos regarding student's rights.
    b. Print posters and hand them out to campus groups.
    c. Bring in keynote speakers.
2. Release on social media

MARKETING AND COMMUNICATIONS

Enhance SGA/AGÉ Communications and Promotional Materials

Lead: Alex St-Pierre - Marketing and Communications Coordinator

Improve engagement and awareness among the student body. This involves creating clear, consistent, and compelling messaging that effectively conveys the SGA/AGÉ's initiatives, events, services, and health and dental plan information.

Utilize various channels such as social media, email newsletters, posters, and the official website to reach a wider audience. Develop visually appealing graphics, videos, and infographics to capture students' attention and make information easily digestible.

Additionally, ensure that all communications are inclusive, accessible, and reflect the diversity of the student population.

By improving the quality and reach of promotional materials, the SGA/AGÉ can foster a more informed and involved student community, ensuring students are well aware of the benefits available to them, including the health and dental plan.

Action Steps:

1. Publish More Video Content Across Platforms
2. Complete Monthly Updates of the SGA/AGÉ Website
3. Maintain and Grow Monthly Newsletter
4. Increase Communication Regarding the Health Plan

STUDENT LIFE

Student Life Events Execution Team

Lead: Isaac Vestby - Vice President

The SGA/AGÉ runs a multitude of student life events during the academic year. A Student Life Events Execution Team is being made to ensure that SGA/AGÉ student life events run smoothly and efficiently. This team will be made of SGA/AGÉ employees and volunteers to help set up and run events through the academic year.

Action Steps:

1. Research and contact other universities to discuss how their event teams function
2. Build the structure and policy for the SGA/AGÉ events team
3. Interview, hire, and train team members
4. Utilize the team for following SGA/AGÉ-run events

Event Success and Student Enjoyment

Lead: Isaac Vestby - Vice President

Student life events are of value to both our students and the SGA/AGÉ. The SGA/AGÉ strives to provide successful and enjoyable events for our students. To calculate the success and enjoyment of events run by the SGA/AGÉ, students' feedback will be used to aid in the planning and execution of future events.

Action Steps:
1. Identify possible analytics pertaining to our events and attendees
2. Establish data collection methods prior to and during events
3. Acquire data from students who did and didn't attend the events
4. Review data and implement results to future events

Online Accessibility

Lead: Isaac Vestby - Vice President

The online student population at Laurentian is growing. To provide all students with equal opportunity the SGA/AGÉ aims to make more events accessible for online students throughout the academic year.

Action Steps:
1. Research online events organized by other schools and organizations and/or ask online students what events they may be interested in.
2. Convert in-person events to hybrid.
3. Ensure that online events are happening at a consistent rate during the academic year.

Student Life Sponsors

Lead: Isaac Vestby - Vice President

To support the various events run by the SGA/AGÉ and to ensure a smoother transition between executive members, the SGA/AGÉ plans to build a rapport with student life sponsors for future financial expansion. With the help of sponsors

we will be able to provide better services for our students including events. By working with our sponsors and forming stronger connections with community organizations we can aid in the future success of the SGA/AGÉ.

Action Steps:

1. Update the potential sponsors list from previous years.
2. Facilitate and nourish relationships with partners and sponsors.
3. Generate methods of continuing to host sponsors at campus events throughout the year.

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