Executive Committee Goals 2022-23

President
SUMMER 2022

GOAL #1: Build an outreach strategy to increase student engagement with DSU events, advocacy, policy & governance for implementation in Fall 2022 & Winter 2023 terms.

RATIONALE: For the DSU to function as a Union of all students, by all students and for all students, we desperately need greater student engagement. The DSU’s Annual General Meetings have historically been very poorly attended and either struggle to hit quorum or do not hit quorum at all. Voter turnout continues to decline, and many positions are often uncontested as with this election too. Low student engagement undermines our credibility as a representative body.

KPIs: AGM attendance, October By-Election Candidate Pool & Turnout, March General Election Candidate Pool & Turnout.

APPROACH: Identify opportunities to connect with individual students and student groups in formal and informal capacities (e.g. society/council meetings, ResLife events, etc). Prepare questions to guide active listening from students. Prepare elevator pitches for key DSU activities, services & campaigns (e.g. tuition advocacy) and reinforce key goals/opportunities. Schedule follow-up check-ins, etc. Present strategy at the start of the Fall term to Council. Execute the outreach strategy while practicing continuous improvement and documenting best practices.

FALL 2022

GOAL #2: Increase access to skills, knowledge & competencies necessary to build a sustainable, decentralized movement against tuition increases.

RATIONALE: The rising costs of a post-secondary education reinforce and further exacerbate many of the oppressive frameworks and inequalities I seek to challenge. The lifelong benefits of a university education cannot be realized when there is a steep and inaccessible upfront cost that prevents many students, especially those from historically underrepresented and marginalized groups, from even accessing that education. Many students are too frustrated, tired and exhausted by the strains created by rising tuition to actually engage with advocacy against it despite a desire to. There is strength in numbers though and we need to create capacity within every pocket of the community through increased access to training on relevant competencies and knowledge.
KPIs: # of opportunities/workshops + attendance, amount of grassroots-level advocacy, participation in DSU campaign, administrator attitudes towards the issue

APPROACH: Review past tuition advocacy campaigns, network with other Student Union executives and organizations (CASA, SNS, CFS) to increase our own knowledge around the state of tuition advocacy in NS, review cases from other provinces and in this province, prepare resources & roughly outline workshops to easily deliver as part of other societies' meetings.

WINTER 2023

GOAL #3: Increase access to supports for student leaders in order to cultivate a compassionate culture within the Union and adjacent student leadership spaces

RATIONALE: Any organizational undertaking must be accompanied by a culture that is supportive of that undertaking. Advancing student issues will require fostering a culture of compassion within student leadership that does not always exist when leadership positions are viewed solely as resume-building opportunities rather than community-building opportunities. The culture within these spaces can be elitist, cutthroat, and toxic. As a result, student organizations experience even more turnover as resignations abound. Students then suffer due to disruptions in institutional knowledge retention with event planning and advocacy.

KPIs: Burnout levels within the executive, the staff, broader student leadership spaces, turnover frequency

APPROACH: Increasing the number of touchpoints across executives and between executives and staff, investing in team-building and training opportunities throughout the year as opposed to concentrating them within the initial transition period, and explicitly building consensus on shared values and norms and co-creating and following through on conflict resolution processes.

Vice-President, Internal

Summer goal: Update the DSU website to help students engage more with societies, by the end of the summer term.

- Organize the societies list to help people find societies relevant to their interest.
- Highlight and update resources for students who are looking to create, revive or take over a society.
- Create additional resources for society execs (e.g., transition report templates, running society finances, etc.)
- Metric: Increase total ratified society numbers by 15%

Fall goal: Coordinate relations with societies, attend regular meetings and communicate with people what it is the DSU can do for them and what they need to do in return (e.g., on advocacy issues).
• Metric: Facilitate at least two collaborative events between the DSU and a society and/or between two or more societies, by the end of the Fall semester.
• Metric: Create and distribute a society-wide email informing societies of advocacy the DSU is responsible for, and what the DSU can provide society execs (beginning of October).

Winter goal: Draft a suggested Equity Policy for societies and guidelines on creating an Equity Officer position in a society.

• Contact HRES, advocacy related societies on campus (for an honorarium), the Equity and Accessibility Office, and/or hire a law student with experience in mediation
• Metric: Have it up on the website by the end of April.

Vice-President, Finance & Operations

Summer Semester Goal

My goal for the summer semester is to raise more awareness about the DSU Budget for the general members of the DSU by:

A. Providing detailed guidance and other resources on budget and fiscal transparency that are available.
   • This might include summarizing the budget into infographics and sharing relevant parts on several channels, which include, social media, the DSU website, and even the dal mobile app once we get access to it. (I am currently working on finding the appropriate form of infographics by researching several other similar examples).

B. Helping general members by raising their awareness of the various available standards and guidelines.
   • This can be achieved by working with the comms team to plan a marketing strategy to raise more awareness about the budget for the general members. (I am currently working on setting up a meeting with the comms team to discuss the marketing strategy).

Fall Semester Goal

Work on making The Grawood more hospitable/active by:

A. Working with the comms team on establishing a marketing strategy that will focus on making The Grawood more appealing to students for studying/hanging out.
   • This might include advertising that shows events taking place at The Grawood, special offers/deals on food, activities taking place at The Grawood.

B. Making sure that The Grawood would have items that would attract students.
• This might include having a playstation/xbox or a video game platform available for students to use. I will also ensure that we have sports channels that would show significant sports events such as the World Cup, NFL, NBA, Tennis championships, NHL, and any other sports event. I would work with the comms team to establish a marketing strategy that would advertise these events for students so that they would be able to know that they can come to The Grawood to watch them. I will also work with The Grawood team to make The Grawood Menu more efficient and attractive to students.

Winter Semester Goal

Prioritize optimizing accessibility for bursary programs:

• I will work on establishing a strategy that would make bursary programs become easier to access by students.

Vice President, Academic & External

Summer Goal: Streamline the course selection guidelines

• Create a standardized checklist for each faculty advising centre to create a guidebook
• Create a toolkit for each faculty outlining helpful resources for students and faculty alike
• Assist faculties in developing a standardized list of requirements for all students under their jurisdiction
• Increase communications with advising centres/possibly streamline contact with advising centres through our website or increased advertising
• Look into syllabus availability before courses open

Fall Goal: Increase the amount of data collection surrounding academic and advocacy issues

• Send out surveys/data collection in alignment with BOG Meetings, Council Meetings and Senate Meetings
• Increase student engagement/understanding on students’ feelings on issues before they approach BOG, Senate and Council
• Collect data on a consistent basis of every 2 - 4 weeks

Winter Goal: Implement a series of ad-hoc and ongoing bursaries for students

• Potential bursaries may include: Housing Bursary, International Student Bursary, Black Students Assistance Bursary,`
• Amending the terms of service to existing bursaries, specifically reform the International Student Emergency Bursary to be ongoing and centred around financial need
• Increase communication with student centres around campus such as the International Centre, Black Student Advising Centre etc. to assist students in accessing resources outside of bursaries (Can be done through our website, social media or direct communication from us to students)
• Revise the current bursary policy

Vice President, Student Life

Summer: Create an Orientation programming that is inclusive to a wide variety of student experiences like International Student, extroverted/introverted students, and off campus students, while executing harm reduction strategies.

Fall: Host a Multicultural Week to highlight and celebrate the cultural diversity at Dalhousie. The events would consist of: Traditional Clothing Pageant, Ethnic Food Banquette, Open Mic Night, African Dance Workshops, Drumming Workshops, and Latin Dance Night. I want to work with cultural societies to run this events and increase their involvement with the DSU executive.