



# 2023 -2024 EXECUTIVE ROADMAP



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# Land Acknowledgement

CUSA acknowledges that our offices, service centres and businesses are situated today on the traditional territory of the Algonquin Anishinaabe, lands never ceded or surrendered in peace to the Crown of Canada. Indigenous peoples living under the modern colonial state of Canada have suffered disproportionate injustice and marginalisation.

A mere land acknowledgement is not enough to make reconciliation and reparation to the Indigenous peoples of Turtle Island. We must stand in solidarity against colonialism and remember our responsibility to the land and the peoples who have kept it for generations—which means affirming their call for the free and unencumbered return to their ancestral land. It is also fitting, for this body of lawmakers, to remember the spirit and wisdom of Indigenous governance models—from the collaborative bicameralism of the Haudenosaunee Confederacy to the consensus-based government of the Inuit—to deliver to students a better student union.

We recognize that our presence on this land is the result of a history marked by injustice, and we are dedicated to honouring and strengthening our relationships with Indigenous nations across Turtle Island. This includes acknowledging and respecting the diverse First Nations, Métis, and Inuit peoples who call this land home.

We encourage all students to learn about current movements to support Indigenous self-determination and self-governance. To learn more about the stolen land you live on and the movements occurring on that land, visit [www.native-land.ca](http://www.native-land.ca) or CUSA's Mawandoseg Centre located at 426 Nideyinàn (formerly University Centre).

# Letter from the President

Dear Ravens,

It is with great honour and anticipation that I present myself to you as your Carleton University Students' Association (CUSA) President, entrusted with the privilege to introduce our inspiring vision for the year ahead. We've meticulously crafted a comprehensive roadmap drawing upon the wisdom of our past and guided by an ambitious vision for the future that places your needs, aspirations, and well-being at the core of our mission. Together, we shall construct a fortified and unified CUSA, radiating with vibrancy, inclusivity, and a relentless pursuit of excellence.

The university experience is a pivotal phase in our lives—a time of profound personal evolution and exploration, where we construct our identities and strive to create a positive ripple effect around us. My journey, from being an enthusiastic Engineering and Design Councillor to a proactive Programming Coordinator at the Wellness Centre, and eventually serving as VP Student Issues, has given me valuable insight into the diverse perspectives of our student body and their expectations from CUSA to enrich our university tenure. As an international student, I've personally felt the transformative influence of organisations like CUSA, and as the first CUSA President of South Asian heritage, I am ardently committed to nurturing an inclusive campus where each individual is empowered to contribute meaningfully!



Our commitments form the bedrock of this first ever executive roadmap—an ambitious blueprint engineered to cater to your needs and ambitions. Your voices will resonate throughout this transformative journey, and your concerns will guide our every action.

Each facet of our executive roadmap has been designed to elevate your university experience and address your distinct requirements. This roadmap stands on four pillars of strength - **Advocacy and Representation, Student Support and Service, Student Experience and Development, and Student Trust.**

# Letter from the President

Let's embrace this challenge with unwavering resolve, for we are not merely prepared, we are poised for this pivotal mission. I beckon each of you, my esteemed peers, to join hands with us on this extraordinary journey. Together, let us script an indelible chapter in the illustrious legacy of Carleton University. Therefore, let us march forward with audacity and enthusiasm, embodying Veni, Vidi, Vici—we came, we saw, we conquered!

With boundless passion and unwavering dedication,

A handwritten signature in black ink, appearing to read "M. Jarvis". The signature is written in a cursive, slightly slanted style.

President and CEO, Carleton University Students' Association (CUSA)

# The Story of US

In the roaring year of 1942, when Carleton University itself was just finding its academic roots, a quiet revolution was brewing in the hearts of its students. They sensed an unmet need, a longing for representation and organisation akin to the powerful unions that echoed through the times.

Gathered in clandestine meetings, these students delved into matters of campus intrigue and destiny. Year after year, they engaged in fervent elections to anoint their chosen leaders. Their quest? To weave the solitary threads of day scholars and night owls into a singular tapestry of **communal identity**.

But this was just the opening chapter of their tale. As the years unfurled, the enigmatic entity known as CUSA (Carleton University Students' Association) transformed itself from a mere thought into a living, breathing organism. It staked its claim within the heart of The Glebe, a house that doubled as both its **administrative sanctum and a vibrant epicentre of student life**.

During these early years, CUSA resembled more of a secret club, akin to a group of fervent board game enthusiasts or students practising the art of a mock parliament. Their purpose, however, was profound. CUSA bore the weight of multiple mandates – the student's voice, the provider of essential services, and the torchbearer of democracy.

During these early years, CUSA resembled more of a secret club, akin to a group of fervent board game enthusiasts or students practising the art of a mock parliament. Their purpose, however, was profound. CUSA bore the weight of multiple mandates – **the student's voice, the provider of essential services, and the torchbearer of democracy**.

The turning point came in the tumultuous 1960s when CUSA shed its playful exterior to reveal a more formidable core. It birthed businesses like Roosters and Olliver's (now Ollies) that are still close to thousands of Ravens, employed numerous individuals, and matured into an entity of great responsibility. Faced with this evolution, CUSA chose the path of incorporation. This transformation paved the way for more prudent management and allowed the CUSA Council to focus on **amplifying the student's voice** and crafting ingenious solutions for the myriad challenges on and off campus.

As the pages of time turned, CUSA emerged as a powerful lobbying force, spearheading post-secondary student leadership and extending a helping hand to those marginalised in society. Its Council, ever open and ever progressive, served as an arena for students to **champion their causes and engage in impassioned debates**.

# The Story of US

Then, in the dawning days of 2022, CUSA embarked on a journey into a new epoch. Sweeping reforms cascaded through its corridors, updating governing documents to embrace the law and infuse ethical practices into every corporate sinew. The spotlight was on fair elections and the dispersion of decision-making powers, ensuring **transparency and accountability**.

Today, CUSA stands as a beacon of inspiration for student associations far and wide. Its governance structure and service centres are a blueprint covered by other unions seeking to replicate its success. With a robust system of checks and balances firmly in place, CUSA navigates the labyrinth of academia with poise, its Council, Board of Directors, and operational Executives seamlessly working together to represent and uplift the student body.

Thus, the enigmatic tale of CUSA continues, a story of evolution, empowerment, and unwavering commitment to the students it serves, a narrative that weaves through the test of time like a tapestry of resilience and progress.

# Advocacy and Representation

## 1. Government Advocacy

### A. Federal Advocacy

CUSA set out this year to enhance its federal advocacy efforts by joining the Canadian Alliance of Student Associations (CASA) as an observer for a two-year period.



CUSA's involvement in CASA demonstrates its commitment to addressing these issues on a federal level, aiming to improve the overall student experience and affordability of education in Canada. Some of the priorities are,

#### 1. Deregulation and Differential Tuition:

This advocacy point primarily pertains to provincial matters rather than federal. CASA aims to coordinate with federal departments, such as Employment and Social Development Canada (ESDC), Innovation, Science and Economic Development Canada (ISED), Immigration, Refugees and Citizenship Canada (IRCC), and Global Affairs Canada (GAC), to work with provincial governments and university administrators. The goal is to develop strategies that improve access and financial support for international students wishing to study in Canada.

#### 2. Housing Accessibility for Post-Secondary Students:

CASA focuses on green infrastructure for on-campus residences, particularly addressing concerns related to limited on-campus housing options, deferred maintenance, and insufficient off-campus housing.

They advocate for expanding eligibility requirements for federal programs and funds, allowing post-secondary institutions to receive non-academic funding for initiatives like net-zero student housing. CASA also pushes for the inclusion of retrofits of student housing infrastructure in the Canada Infrastructure Program.





# Advocacy and Representation

## B. Municipal Advocacy

At the municipal level, CUSA is dedicated to advancing **accessible transit options** on campus and fostering the creation of secure pedestrian pathways and bicycle lanes. Additionally, we are committed to making reliable, safe, and **affordable student housing** a paramount priority in the 2023-24 period. This will be achieved through our support for more relaxed zoning regulations and the initiation of additional community housing projects.



## C. Provincial Advocacy

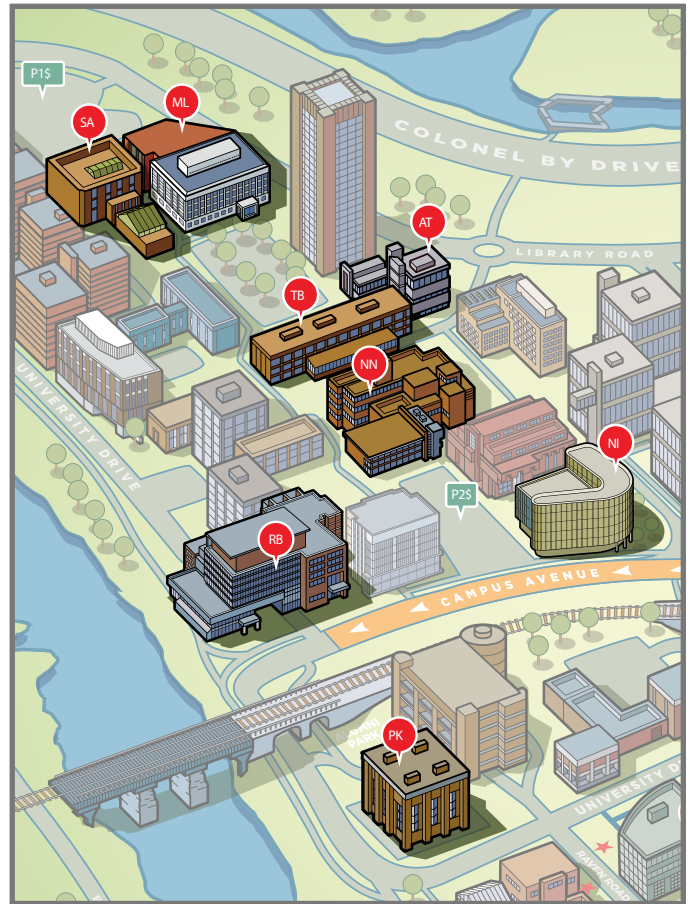
CUSA has already engaged in productive discussions with Ottawa Centre MPP Joel Harden, advocating for **increased support for mental health and counselling services** aimed at benefiting students. In response to the tragic 2023 attacks at University of Waterloo, CUSA has been a vocal advocate for the Ministry of Colleges and Universities and even met with Jill Dunlop, Minister of Colleges and Universities to intensify its backing for equity, diversity, and inclusion measures on Ontario campuses. Our ongoing commitment to prioritising student well-being at the provincial level underscores our unwavering dedication to **fostering intersectional support for diversity and inclusion initiatives**.



# Advocacy and Representation

## 2. Menstrual Products Accessibility and Reproductive Rights

The menstrual and reproductive rights campaign (Flowing Rights), spearheaded by the university in support of CUSA, represents a crucial step towards addressing the financial burden and inequity surrounding menstrual product access on campus. The Student Experience Office leads the installation of free menstrual product dispensers in multiple high-traffic buildings to ensure all students have easy and dignified access to these essential items. CUSA accompanies the dispensaries with informative messaging and raising awareness on menstrual equity and reproductive health and rights. This initiative aligns perfectly with CUSA's broader advocacy efforts as a recognized pro-reproductive rights and justice organisation aiming to dismantle systemic barriers to reproductive healthcare. By championing menstrual product accessibility, CUSA is making meaningful strides in promoting reproductive health equity and fostering an inclusive and supportive environment for all members of the Carleton campus community.



### Buildings where the menstrual products dispensary is installed:

- Library (ML)
- Nideyinàn (NN)
- Tory Building (TB)
- Southam Hall (SA)
- Pigiarvik (PK)
- Nicol Building (NI)
- Richcraft Hall (RB)
- Azrieli Theatre (AT)



Flowing rights is a campaign advocating for sexual, reproductive, and menstrual rights, which encompass the fundamental entitlement to a healthy body and the autonomy to make informed choices about one's sexual partners, methods of avoiding sexually transmitted infections or unintended pregnancy, as well as access to education, and equitable access to menstrual products.

# Advocacy and Representation

## 3. Executive Composition

The CUSA Executive Team has gone through several iterations over the students' association history. The current Executive Team, implemented as part of the 2022 governance reforms, has proven to be effective, however gaps remain particularly with regards to advocacy and representation. An *ad hoc* Executive Composition Committee has been constituted by CUSA Council to continue the work of last year's committee. A final report on executive composition will be tabled before CUSA's February general elections.



## 4. Long Term Strategic Plan

CUSA will create its first long term strategic plan that will set the guiding principles, fundamental pillars, and a vision for the present and future of CUSA. A comprehensive plan will be formed through consultations with internal and external stakeholders, informed from work during previous years, and will remain in effect until 2027/28 to guide future executives, councillors, and board directors in their work. Work on this plan will be conducted through the standing bicameral committee, with a final plan to be presented at CUSA's Annual General Meeting in the spring.

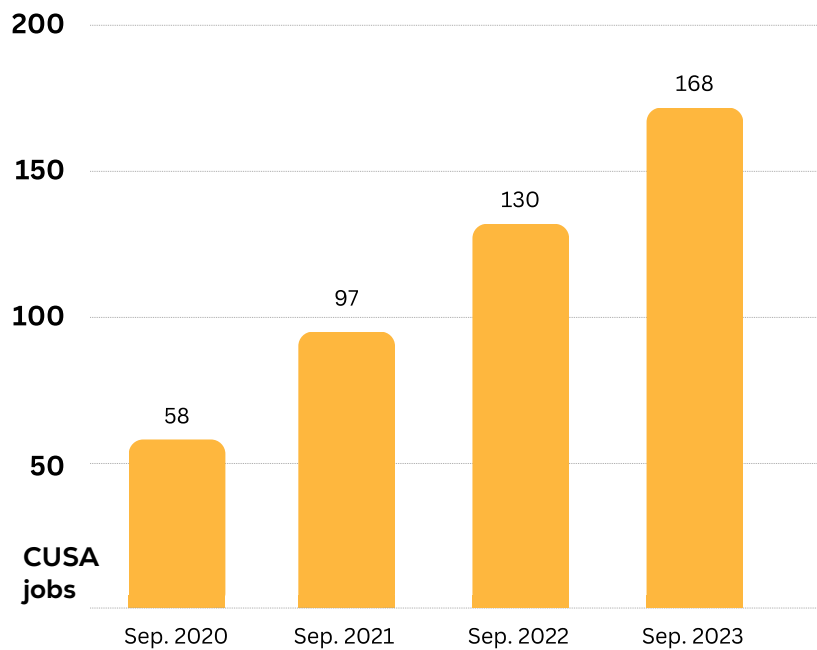
# Student Services and Support

## 1. Creating Jobs

CUSA currently hires over 200+ students across its executive leadership, service centres, businesses, and other departments!

We plan on introducing over 25+ new student jobs and full time jobs that encompass a wide range of areas that it caters towards. This way we can tap into the talents and passions of the student body. Increasing student involvement within CUSA not only empowers students to actively shape their campus environment but also provides valuable hands-on experience and professional development opportunities.

Some include the introduction of nine Associate Vice Presidents, Stage and tech Crew, Content Creators for Chonk Nation and more!



# Student Services and Support

## 2. Financial Support and Assistance

### A. Academic Resilience Fund

CUSA will be reintroducing the Academic Resilience Fund that was established during COVID-19 to provide timely financial assistance to students facing unforeseen circumstances that put their academic success at risk. This fund plays a crucial role in helping students overcome financial hurdles, enabling them to focus on their academic goals without unnecessary stress.

### B. Accessibility Fund

The Accessibility Fund is dedicated to ensuring that events and services organised by CUSA are accessible to all students, with particular emphasis on those with disabilities.

A committee oversees the allocation of this fund, ensuring that resources are efficiently utilised to create inclusive experiences for the entire student body.

### C. Student Initiative Fund

The Student Initiative Fund aims to support and promote student-driven projects that contribute to the enhancement of education and the overall Carleton community.

All students are invited to apply for funding to pursue initiatives such as conferences, competitions, charity events, and academic projects.

The Student Initiative Fund provides financial assistance to turn innovative ideas into reality, fostering a dynamic and vibrant campus environment.



# Student Services and Support

## 3. Exam Shuttle Services

CUSA understands that during finals season some exams end late at night and as such we plan on creating a shuttle program during this period to aid students' transportation to core parts of the general Ottawa region. This initiative focuses on the potential safety risk of late-night travel as well as the inconvenience of public transport for those who may live farther away from campus.



## 4. Scholarships through Embassies

CUSA plans to engage with around **188 Embassies** and High Commissions to support International Students. The objective is to work on reducing the financial burden and cost that international students face when studying in Canada. The aim is by connecting with the official diplomatic representatives of students in Canada, CUSA can create a new support base for international students beginning with scholarships but continuing on to include employment opportunities.



## 5. The Wing Relaunch

CUSA plans to establish a focus group comprising both internal and external members to gather diverse opinions on the relaunch of The Wing. The focus group will address questions about the desired food options, vending machines, study space, and more for the new business. The ultimate goal is to develop a comprehensive business plan for the relaunch, with a soft launch targeted for Fall (September) and an official launch scheduled for winter (January).



# Student Services and Support

## 6. The Unified Support Centre (USC)



The Unified Support Centre (USC) is a volunteer-based space of CUSA consisting of the Food Centre service cluster, providing on-campus food support and advocacy, and the Foot Patrol service cluster, offering evening-focused safety related support. The USC strives to offer direct, timely, and substantive support to the Carleton community while working towards improving service delivery through several ongoing projects.

### USC Website and Integrated Hamper Processing System

The USC is currently working on the creation of a USC website, which will incorporate a new hamper preparation and processing system for the Emergency Essentials Assistance Program, enabling students to rapidly and reliably request, reschedule, and cancel their requests for support as desired. The USC will integrate the following features (along with others) into a new USC website to increase service visibility and reduce staff administrative burden:

- A front-end for site visitors with information about USC services, integrated forms for service requests, and a log-in portal for Emergency Essentials Assistance Program clients.
- An integrated calendar add-on with automatic reminders for hamper recipients.
- A back-end staff & volunteer portal, enabling USC staff to rapidly modify individual profiles and allowing the USC team to update the hamper request ordering form.
- Integrate a messaging system that improves Foot Patrol service delivery through a personalised, semi-automated messaging system to request safe walks.

### Expanding the USC Office

The USC is also preparing for its relocation to Nideyinàn 132. The USC is currently awaiting renovations that are being managed by Carleton University's Facilities Management and Planning (FMP) department in partnership with CUSA and the USC. The USC expects to relocate in Winter/Spring 2024, following the completion of the electrical, plumbing, ceiling, and wall installation projects.

### Expanding the USC Staff Team

CUSA recently hired a new Charity Initiatives Manager, which will lead the USC's Services Fulfilment and Development Supervisor and its part-time Volunteer Coordinator and Operations Coordinator positions. The Charitable Initiatives Manager will also lead CUSA in securing grants to remove the financial burden.

# Student Services and Support

## 7. Your Service Centres

### 1. Wellness Centre

CUSA's very own dedicated peer-to-peer support and wellbeing centre is one of CUSA's well-renowned service centres that moved into a new space in the summer of 2022 essentially expanding its services and support for students. The Wellness Centre will explore the 8 Dimensions of wellness this year, with each month being dedicated to a dimension of wellness, bringing fun and informative events for all students! With the introduction of its month-long awareness campaign "In this together" it covers different areas of mental health focus! Some of the past keynote speakers have been Joey Kidney and MDMotivator! This year the Wellness Centre will continue to bring "In this together" with a bigger impact on student wellness and wellbeing!



### 2. Women's Centre

*Making history by changing our story*

The Women's Centre is a warm and welcoming space dedicated to providing support, education, and resources for individuals who identify as women, as well as anyone interested in gender-based issues.

Responding to the needs of the community, this past year The Women's Centre underwent a rebranding process. The transformation involved changing its name from "The Womxn Centre" to "The Women's Centre." This change is a testament to the Centre's unwavering dedication to engaging and uplifting the community while fostering an atmosphere of inclusivity.

The Women's Centre continues to serve a variety of roles, acting as a haven for those identifying as women, an advocacy hub and a valuable resource for Carleton students. The Centre positively impacts the Carleton community by providing essential family planning and menstrual care products. Moreover, the Women's Centre highlights the contributions of women and their role in societal change through the past and the present.





# Student Services and Support

## 3. Racialised and International Student Experience Centre (RISE)

RISE provides a welcoming space for students from Racialized and International backgrounds to come together, unwind, and connect with their peers..

Throughout the year, RISE organises a series of events that are designed to both celebrate the richness of international diversity and delve into the nuances of multiculturalism within the Carleton community. Most significantly RISE leads CUSA's programming for Black History Month. Over the course of the month, they conduct a series of engaging events that shed light on the Black experience in North America. These initiatives involved collaborative efforts with other CUSA clubs and service centres, local businesses, and keynote speakers, contributing significantly to the awareness and appreciation of Black culture.



## 4. Gender & Sexuality Resource Centre (GSRC)

The Gender and Sexuality Resource Centre (GSRC) stands as an inclusive and inviting haven dedicated to providing unwavering support to all Carleton students, irrespective of their gender identities and sexual orientations.

In the current year, the GSRC is taking a leading role in spearheading CUSA's Pride initiatives, both on and off campus. Furthermore, it continues to offer engaging and enjoyable programs such as Queer Prom, while also extending its support in gender-affirming endeavours, ranging from haircuts to gender-affirming clothing drives. In a new development for this year, GSRC coordinators are set to enhance their support by making gender-affirming gear accessible at subsidised rates, furthering their commitment to affordability and inclusivity.



Additionally, the GSRC will take the helm in orchestrating the unveiling ceremony of the revamped Rainbow Crosswalk, now transformed into the Inclusive Flag. This transformation signifies a commitment to promoting inclusivity and unity within the community, reinforcing the GSRC's role as a driving force behind these vital initiatives.

# Student Services and Support

## 5. Carleton Disability Awareness Centre (CDAC)

Carleton Disability Advocacy Centre, CDAC serves as a dedicated space catering to students who experience disability, chronic illness, neurodiversity, or accessibility challenges. It is purposefully designed to function as a platform for addressing disability-related issues, offering a range of events and advocating for matters crucial to the Carleton Community.

Among the valuable services CDAC provides are wheelchair and crutch rentals, access to an inclusive lounge area, a braille, and a screen reader. In response to the increasing demand for its services, CDAC is proud to announce an expansion of its rental services to accommodate a growing number of students in need. This year, CDAC remains steadfast in its commitment to challenging stereotypes surrounding disability and actively participating in the removal of barriers that hinder access to all facets of daily life.



## 6. Mawandoseg Centre

The Mawandoseg Centre is dedicated to creating a secure and inclusive space for Indigenous students at Carleton University. It focuses on addressing the unique needs of the diverse Indigenous communities both within and surrounding the university. Moreover, the Centre serves as the primary point of contact for non-Indigenous students seeking opportunities to engage with and learn more about Indigenous cultures and histories.

In 2021, the Mawandoseg Centre initiated the Minwàdjiyà-n program in honor of Indigenous Celebration Month. Minwàdjiyà-n featured a series of events that spotlighted the Indigenous community, emphasizing themes of allyship, appreciation, and fostering connections among Indigenous students with their cultural heritage through craft and art. In the upcoming year, the Mawandoseg Centre aims to extend its impact within the Carleton community by further enhancing the well-being and experiences of Indigenous students.



# Student Services and Support

Additionally, the Mawandoseg Centre played a pivotal role in launching CUSA's inaugural Orange Shirt Day campaign. This campaign included significant activities like the first-ever Indigenous flag raising on the Carleton campus, an Indigenous vendors market, and a beading workshop. Furthermore, generous donations were raised within CUSA's businesses, with the proceeds directed towards supporting organizations like the Wabano Centre and Minwaashin Lodge. This reflects the Centre's commitment to promoting Indigenous culture, education, and community engagement within the Carleton University community.



# Student Services and Support

## 8. *Student Run, Student Staffed.* CUSA Businesses

### 1. Haven

#### a. Haven Connect

Haven Connect is a coworking and event space designed to cater to the needs of Carleton students, university partners, working professionals, and community members in the Ottawa area. It's housed on the second level of Haven, which is divided into three distinct spaces; an open-concept co-working room, a private coworking space with multiple rooms for teams, and a multimedia studio for podcasting, audio and video work, post-editing, and more. Haven Connect is fully equipped with all the amenities you need to be productive, including high-speed Wi-Fi, self-serve printing services, and comfortable seating options. Plus, the space is conveniently located above our cafe, so you can grab a coffee or a snack without leaving the building.

Haven has previously functioned as a traditional brick-and-mortar student bookstore, but the pandemic caused a shift in consumer behavior which we responded to by renovating the building to unlock new functionality for the space. This evolution in the business model is a response to the change in how we work and interact post-pandemic and the desire to create community space with a multitude of uses and opportunities. Our goals are to increase brand awareness for Haven, improve sales for pre-existing aspects of the business, grow our partnerships with the university and other corporate groups, and increase revenue for the business as a whole.

**HAVEN**  
HAVEN  
*Connect*

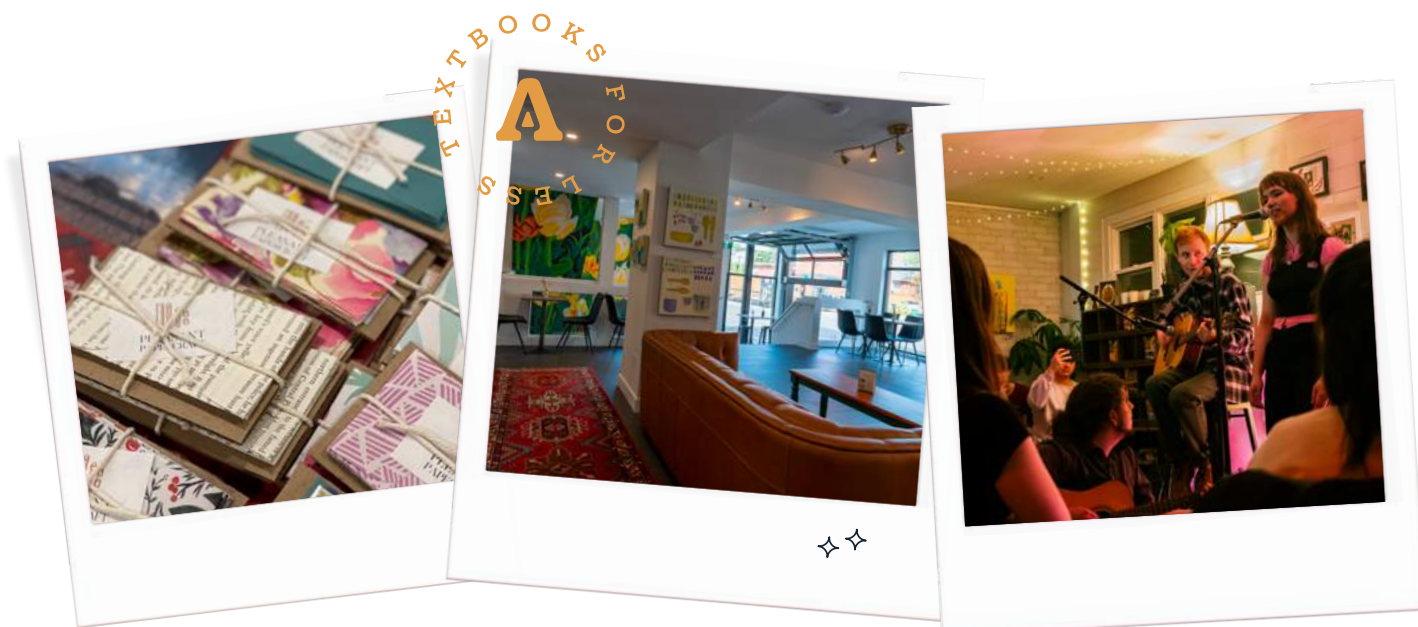


# Student Services and Support

## b. Haven Cafe

The 2023-2024 school year will bring many notable changes and improvements to Haven Cafe! Some of the highlights will be seasonal menu changes, our patio, more event nights in the space, our Creator's Studio opening, and an increase in our involvement on campus. Haven will also be adding some new items to the menu, including hashbrowns, a small side salad, and a vegetarian sandwich. Additionally, weekly drink features from our staff will be making a return.

In terms of events, starting in August, Haven will be adding a regular Comedy Night, including an open mic for beginners. Furthermore, we will be introducing a Jazz Folk Residency with monthly performances to engage with our community in Old Ottawa South. Finally, Haven will be celebrating various holidays throughout the school year with themed events and decorations.



# Student Services and Support

## 2. Ollie's

### a. Expectations for the Future

During the pandemic, Ollie's was either closed or operated in a limited capacity. Last year was the first year of full operations since coming out of the pandemic, however it differed significantly from pre-pandemic years. Given the fluidity of operations, sales, and events at Ollie's over the last three years, this year in particular will demonstrate how Ollie's plans to operate in years to come.

### b. Events and Programming

Building off the success of live events from last year, Ollie's will increase its events and programming to include Trivia Mondays, monthly karaoke, live music, and movie nights. Ollie's biggest hit, Thirsty Thursdays, will continue with planned themed nights.

### c. Menu Expansion and Breakfast

Building off the success of live events from last year, Ollie's will increase its events and programming to include Trivia Mondays, monthly karaoke, live music, and movie nights. Ollie's biggest hit, Thirsty Thursdays, will continue with planned themed nights.

### d. Expanding Hours of Operation

Ollie's will also be expanding its hours in order to better serve students. They will be opening as of 9:30 am to serve a limited breakfast from Monday to Friday and will be open on Saturdays from noon until 6:00 pm.

# OLLIE'S



*Your Campus Entertainment Hub* ✨



*Thirsty Thursday - Silent Disco 2022*  
📍 OLLIE'S

# Student Services and Support

## 3. Rooster's

### a. Rebranding and Staffing

After a successful rebranding of the Rooster's logo last year, the focus of the business has shifted towards revitalizing the space. Such efforts include re-upholstering the seating adjacent to the main entrance and exploring adding plants to the seating area to liven up the room. In addition to these aesthetic changes, the cafe is looking to increase the customer experience with more in-depth front-line staff training. With many returning staff this year, training new employees will be straightforward and allow for more in-depth instruction. This will lead to a smoother transition into the academic year from the summer and a better overall customer experience in the pivotal first few months.

### b. Fair Trade and Sustainable Products

This year, Rooster's will be continuing a long-standing tradition of offering quality fair trade beverages in sustainable packaging where possible. This task has become increasingly difficult over the last few years due to the governing bodies of the fair trade world FTO and FTUSA breaking away from each other, thereby resulting in conflicting standards. Some US suppliers of fair trade products are discontinuing service to Canada and a global shortage of packaging made from compostable materials brought on by the COVID-19 pandemic is raising the price of these items. At least for the latter, the supply of products made from sustainable materials has seemed to have caught up with the demand and we have seen a decrease in their costs to Rooster's.



*Carleton University's OG student-run coffee shop ✨*

# Student Services and Support

## c. Events and Programming

During the winter term of 2023, Rooster's experienced an increased number of student-held events in Rooster's after-hours. Although the number of student-run events in Rooster's is nowhere close to where it was pre-pandemic, we already have a number of events booked for September and we are hopeful that the increase we experienced in the winter continues into this coming academic year.





# Student Experience and Development

## 1. **Advocacy to Action, CUSA Campaigns**

Student-led campaigns allow students to take the lead on initiatives. These Campaigns provide a sense of empowerment and ensure that our students feel seen, heard, and welcomed within the Carleton community. They not only aim to maintain a safe space for various groups and ideas but ensure an inclusive environment for all. These campaigns have been instrumental in fostering a vibrant and inclusive campus culture. CUSA campaigns will involve individual students, clubs and a vast array of communities across campus to ensure that these are **your** campaigns.

Building on this momentum, we are excited to present the array of student-led campaigns scheduled for the 2023-2024 year.

### • **beForeplayAsk, September 2023**

beForeplayAsk is a campaign with the goal to highlight the importance of informed consent in all interpersonal relationships while promoting a safer and more respectful campus environment. By shedding light on the issue of sexual assault and raising awareness about available support resources, the campaign strives to empower students in recognizing the importance of mutual respect and informed consent.



### • **Orange Shirt Day September - October 2023**

Commemorating the legacy of Indigenous communities, Orange Shirt Day serves as a reminder of the impact of ethnic cleansing and the importance of reconciliation. In collaboration with the Mawandoseg Centre, this campaign aims to raise awareness about Indigenous cultures, histories, and contemporary issues on campus.



# Student Experience and Development

- **Carleton Pride Festival, October 2023**

In collaboration with the university, the Carleton Pride Festival celebrates 2SLGBTQIA+ pride and the diversity of the Carleton community. The Pride Festival is a vibrant and inclusive campaign that fosters an environment where all students can express themselves.



- **Mosaic, November 2023**

Mosaic is a multicultural event that celebrates the diverse backgrounds and talents of our student body. With cultural performances, international cuisine, and engaging workshops, Mosaic promotes a cross-cultural understanding and sense of unity within the Carleton community.



- **Study Snacks, December 2023 / April 2024**

The exam season will make you hungry! With study snacks, there's one less thing to worry about. The campaign aims to alleviate the stress of the exam period by providing snacks, giveaways and helpful study resources to students.



- **Pop The Stigma, January 2024**

Pop The Stigma is a mental health awareness campaign that aims to reduce the stigma surrounding mental health on campus. CUSA strives to foster a compassionate environment where students feel comfortable seeking help and discussing mental health openly.



# Student Experience and Development

## Service Centre Centre Assisted Campaigns:

- Black History Month (February 2024, led by RISE)
- Sexual Assault Awareness Month\* (January 2024, led by the University)
- Pride Festival\* (October 2023, led by the University)
- In this Together (March 2024, led by Wellness Centre)
- Minwadjiya-n (March 2023, led by Mawandoseg Centre)



# Student Experience and Development

## 2. *Students' Choice, Students' Voice.* **Student Governance**

### A. Elections

In the last year, CUSA had great success with its October by-election, February general election, and March VP election.

Two challenges remain with a lack of candidates in elections and voter turnout, both side effects of the recent governance restructuring. Consequently, CUSA has two election-related goals for this year: to increase the number of candidates running in elections and to increase voter turnout/engagement.



#### 1. Increasing Candidates

This year, only two candidates ran in the presidential election, a decrease from the 4 to 8 candidates who ran at various points the previous year. Similarly, there was a lack of councilor candidates in the faculties of Engineering and Design and Arts and Social Sciences compared to the number of seats available. This year, CUSA will put greater focus on publicizing available elected positions through classroom talks, posterage, social media campaigns, and more. CUSA desires to communicate the personal benefits of holding an elected position for the individual and the consequential benefits working as an elected official brings to the community at large.

#### 2. Voter Turnout/Engagement

Voter turnout in the 2023 CUSA General Election was 13.4%, a particularly concerning number given that the Referenda and Recall Policy of the Carleton University Board of Governors requires that financial referenda receive a minimum of 15% turnout in order for the referendum to be binding.

Consequently, CUSA aims to increase voter turnout above 15% in the 2024 General Election and will develop many strategies to achieve greater voter engagement. To begin, increasing the number of candidates, who thereby engage more voters, will help increase voter turnout. Events and campaigns like CUSA Information Week will help to educate students about CUSA and thereby help to spread the importance and consequence of voting. CUSA will also run a neutral, non-partisan "get out the vote" campaign.

# Student Experience and Development

## B. Council and Board Operations

### 1. Committees Reform

CUSA Council has five standing committees composed of councillors, executives, and students-at-large. CUSA is a students' association run by students, for students, and therefore committees play a crucial role in all aspects of the organization from advocacy to policy making, to clubs. In May 2023, CUSA's committee policy underwent reform with the goals of broadening the scope of committees' mandates and trimming inefficiencies. This year, CUSA aims to have committees meet more frequently and be more engaged in CUSA's operations.

### 2. Council and Board Minutes

This year, CUSA will ensure that:

Minutes of Council and Board of Directors meetings are uploaded timely after a meeting to the CUSA website and are available in accessible and organised formats.

Recordings of Council and Board of Directors meetings are uploaded timely after a meeting to CUSA's YouTube.

## C. CUSA Policies

### 1. Policy Organization

CUSA has undergone significant change in recent years with the 2022 governance reforms. With this change, many of CUSA's existing policies were amended and many more were introduced. This year, CUSA aims to reorganize its policies to both improve internal operations and to improve public access to CUSA's policies and advocacy stances.

### 2. Policy Reviews

Each year, many of CUSA's policies require review to ensure their effectiveness and that they are up-to-date based on a predetermined policy review schedule. These policy reviews will be conducted across a wide-range of categories by our governing bodies, CUSA Council and the CUSA Board of Directors. In addition, the remaining policies carried over from the previous incorporation of CUSA prior to the 2022 governance reforms are required to be updated and passed by the relevant governing bodies by February 2024. This endeavour is the last step in completing CUSA's governance reforms.

# Student Experience and Development

## 3. *Beyond Colonel By Drive, Community Engagement*

A. Capital Pride

B. Panda Games and Spirit Week

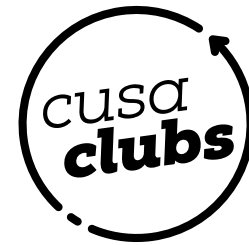
C. Remembrance Day

And more!



# Student Experience and Development

## 4. *Your home away from home* **CUSA Clubs**



### A. New Website

CUSA Clubs recently launched its new [cusaclubs.ca](https://cusaclubs.ca) website and improvements will continue throughout the year. This new website offers a new clubs' directory, more information about resources and governance for clubs, and a new event calendar!

### B. Elections, Simply Voting

CUSA Clubs will introduce a new option for clubs to conduct their elections: Simply Voting. This online platform will allow clubs to conduct secure elections with ballots being sent directly to the Carleton email addresses of their members.

### C. Clubs Leadership

CUSA Clubs, in collaboration with the Clubs Oversight Commission, will review its Leadership Succession Procedure and propose amendments to address shortcomings in the procedure. This initiative will aim to address engineering and design clubs whose executives require specific expertise and clubs wishing to have year representatives.

### D. Clubs Storage

CUSA Clubs will enhance storage options for clubs and make accessing storage easier for club leaders by beginning the process of introducing a locker system for storage in many of the current storage rooms across Nideyinan (formerly UC).



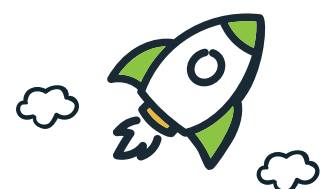
# Student Experience and Development

## **E. Social Media**

CUSA Clubs will boost its presence and engagement on social media by introducing club and event features. These features will highlight unique clubs and events to the wider community. Having a club or club's event featured will give additional exposure and recognition to a club, in addition to helping CUSA Clubs showcase the highlights of its program.

## **F. Governance and Policy Support**

CUSA Clubs will develop more governance and policy support for clubs by introducing a new, more comprehensive constitution template, new procedures to expedite risk management approvals for events, and more.





# Student Experience and Development

## 5. *Chonk Nation, Fear the Chonk.*

### **CUSA's new and improved Volunteer Hype Team**

Chonk Nation is our brand new volunteer program to promote events, campaigns, and other important programming to inform students about CUSA's various initiatives. The program aims to increase student engagement and participation in CUSA initiatives, improve event attendance through outreach efforts, and enhance brand awareness among the student population.

Responsibilities and deliverables will include:

- **Representation:** Members will represent the CUSA brand at in-person events as subject matter experts for CUSA services, advocacy campaigns, and events.
- **Content Generation:** Members will generate digital content, reshare relevant information, and engage the CUSA audience in the digital space to foster growth and increase engagement.
- **Outreach Activities:** Outreach volunteers will lead and coordinate various outreach efforts, both on campus and beyond, to engage with students and promote CUSA initiatives effectively.

*Volunteer here!*



# Student Experience and Development

## 6. CUSA Information Week

In October, CUSA will hold its first Information Week since before the COVID-19 pandemic. CUSA Information Week will involve canvassing and tabling around campus, combined with a social media campaign, with the goal of raising awareness about CUSA's clubs, service centres, operations, and events. Information Week will also include a service centre town hall where students can ask questions about service centres and provide feedback on services.



## 7. Everyone's a winner CUSA Awards

This year, CUSA will introduce new awards to its current roster of nineteen awards across six categories. Some of these new awards will include:

- Women in leadership Award
- Carleton Changemaker Award
- An award for BIPOC, Queer, Disability leadership
- Indigenous leadership
- Raven's Choice Award
- Student Athlete of the Year x2



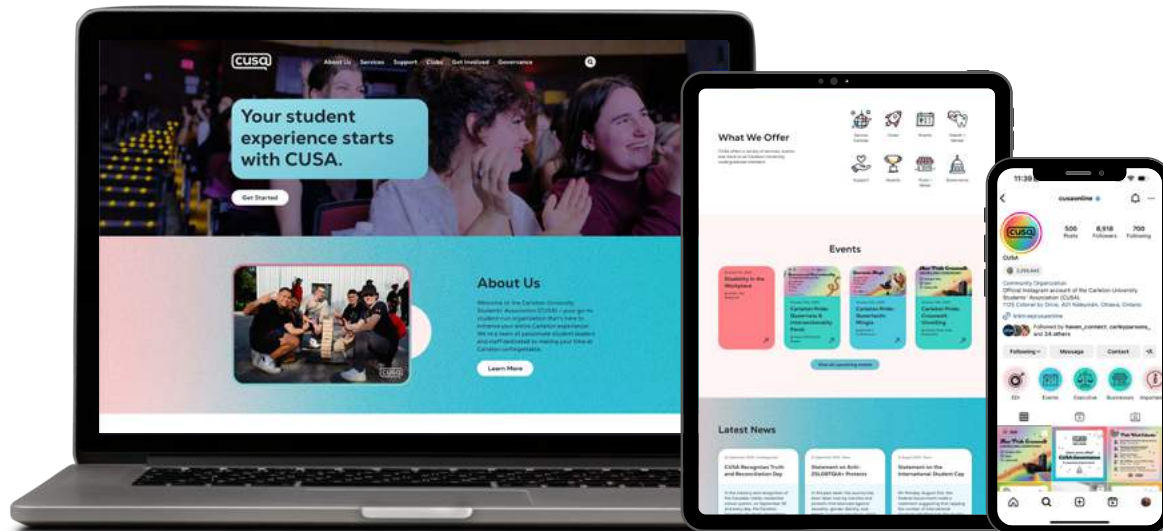
# Student Trust

## 1. CUSA Rebrand

CUSA has embarked on an ambitious rebranding campaign that encompasses both digital and physical aspects to redefine its identity and enhance engagement with the student community. Beginning with the website, the digital transformation involves featuring a contemporary yet accessible website while staying loyal to CUSA colours! Additionally, with intuitive navigation, and user-friendly interface the improved website will provide seamless access to information and resources.

On social media, CUSA's new vibrant and cohesive visual identity is enforced by becoming a verified account on Instagram (primary social media channel) and fostering a stronger online presence.

Additionally, the rebranding extends to physical spaces, with eye-catching signage and displays strategically placed throughout the Nideyinan building. These physical updates not only create a visually appealing atmosphere but also communicate essential information more effectively.



# Student Trust

## 2. Health and Dental Plan

### A. Affordable plans for students

As the cost of living continues to rise, CUSA is committed to providing affordable health and dental insurance to students. For the 2023-2024 year, the fee for the health and dental plan will be lowered from \$227.92 to \$183.11 while ensuring that students continue to receive the coverage that they need.

### B. Empower Me

The mental health of students is a constant concern for CUSA. The Association will continue to offer Empower Me through the health and dental plan. This service provides Carleton with 24/7 mental health support that is accessible for whenever students need it.



# Student Trust

## 3. Financial Independence

### A. Grants

CUSA will make exploring alternative forms of institutional funding a priority in 2023–24. This includes a renewed executive focus on researching grant opportunities and submitting grant proposals which showcase CUSA’s innovation, opportunities, and intersectionality.

- Grants enable CUSA to expand and enhance the services they offer to their members. This may include funding for student clubs, academic support programs, mental health services, career development workshops, recreational activities, and etc

### B. Sponsorship and Partnerships

CUSA is taking steps towards financial independence by actively seeking innovative partnerships and sponsorships. Through these strategic collaborations, CUSA aims to unlock new opportunities, enhance its services, and secure a sustainable future. The organisation strives to elevate their mission and empower the Carleton community

- By securing partnerships and sponsorships, CUSA can diversify its funding sources beyond traditional channels like levy fees or relying on business profits. This financial support provides stability and allows the organisation to plan and execute long-term initiatives effectively. Additionally, establishing partnerships and sponsorships creates valuable networking opportunities.
- With increased financial independence, CUSA can focus on maximising its community impact. They can allocate more resources to support community projects, advocate for important causes, and provide valuable services to their constituents.

# Student Trust

## 4. Transparency with Students

CUSA recognizes the paramount importance of transparency and accountability to the student population it serves. As an organisation dedicated to enhancing student life and advocating for their interests, CUSA is presenting a comprehensive set of items to maintain an open and trustworthy relationship with students.

- This very **Executive Road Map** outlines the strategic direction and goals, providing students with a clear vision of CUSA's objectives for the year!
- The **State of CUSA** will be an event that offers a candid assessment of the organisation's progress, achievements, and challenges throughout the academic year.
- The **Midterm Report** and **Year End Report** will furnish detailed evaluations of ongoing initiatives and outcomes, ensuring transparency in decision-making processes.
- The **Budget Report** outlines financial allocations and expenditures, fostering accountability in fiscal matters.
- The **Organisational Chart** illustrates the hierarchical structure, promoting transparency in the allocation of responsibilities.
- CUSA's **Annual Survey** actively seeks student input, thereby enabling a responsive approach to meet their evolving needs.
- Lastly, the **Gift Registry** serves to disclose all contributions and donations, affirming CUSA's commitment to integrity and avoiding conflicts of interest.