

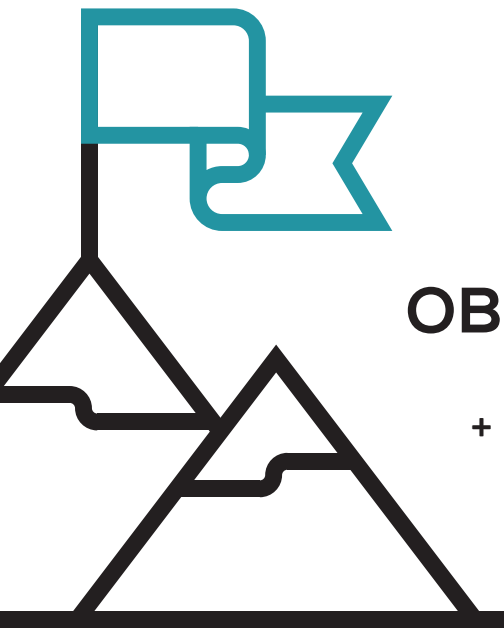


carleton university
students' association

STRATEGIC PLAN

2019-2023





OBJECTIVES

- + Putting the Students' First
- + Membership that enhances your university experience
- + Profitable businesses

Students first 'CUSA not just for you but there with you'

- A trusted & reliable student union

Membership that enhances your University experience

- Membership that sees value in CUSA
- CUSA as a nation-wide leader in 'engaged community' through its spaces (services/business/exec)

Profitable businesses

- Innovative service offerings
- Adaptable businesses

STRATEGY

1. Implement a year-long strategic communications plan
 2. Special outreach plan for specific groups on campus
 3. Creating consistent funding expectations
 4. Increased entry points for students engagement
 5. Create value/status for University Administration
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STRATEGY



Implementing a year-long strategic communication plan

- Proper communication plan to ensure students opt-in
- Hire additional communications staff
- Implement a year long strategic communication plan
- Taking different approaches to how we communicate

Special outreach plan for specific groups on campus

- Create a detailed timeline for the year
- Continuous opportunities for involvement and outreach
- Strategic volunteer plan
- Have a ladder for student's growth

Crediting consistent funding expectations

Increased entry points for student engagement

- Create positive experiences for students and student groups
- Re-orient all student stagg and the interaction with students
- Street team does class talks and encourages students of upcoming things at cusa
- More engaged programming
- More involvement with Summer Orientation
- Exec exposure- put them in public settings
- Have clubs and society on res - a lot of C&S , more time on Res

Create value/status for university administration

- Create value or stakes for administration
 - Creating community partners
 - Create consistent funding predicting pattern
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Implement a year-long strategic communications plan

Summarize existing data and come up with action items

- Utilizing available data
- Feedback tools
- Measure the engagement of students to reevaluate every 2 months
- Stay committed to project management software (monday.com)
- Assess, reflect, adjust based on data

Strategy sessions with Communications

- Weekly meetings with Communications team
- Hire new communication student
- Maintain a healthy CUSA Executive - Communications office relationship
- Avoid 'pop-up' communications requests

Content creation

- Creating a plan timeline of our initiative and coordinating this with communication
- Extend plan into a 12 month plan
- Develop timeline to execute

Timeline and type of communication (revisit every semester)

- Exec social media take over
- Exec social media engagement
- Creating bundler for communication
- Establish key messages and themes

Creating content, marketing and strategy

- Interactive posts
- Social media competition
- Create a social media aesthetic
- Increase social media following
- Have price incentives when tagging cusa
- Post about victories
- Develop effective and engaging content

Videos

- Promotional
 - Informative
 - Vlog style
 - Walk and talk
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Special outreach plan for specific groups on campus

Discover best platforms to engage

- Attending community events
- Tabling with different campus locations
- Find strategies that engage these specific groups
- Learn how they like to communicate
- Collect data from front desk users
- Why groups have either been engaged or not engaged in the past
- Collect feedback throughout the year

Identifying and meeting needs/asks

- Learning what students want from CUSA- improve services, money and value
- Identify groups needs/demands

Identify groups

- Identify the different groups
- Find out who the groups are
- Identify and divide groups
- Identify the leaders in the communities/ groups we have identified so we can effectively outreach

Maintaining and refining relationships

- Utilize clubs and service centers
- Look into what we already offer to who/ what it applies to
- Execute additional ideas

Creating consistent funding expectations

Continual budget analysis

- Cut unnecessary cost (rebudgeting)
- Cut down unnecessary spending
- See how many new clubs were created this year and last year - club funding
- Have collected data based SIF Application
- Utilize events already provided in Ottawa 'piggy-back'
- Identify essential cost
- Identify and prepare risk of funding from partners
- Observe /record opt-in rate % etc.

Seek alternative funding revenue

- Gather best practices and information continually from other student unions
- Seek out meaningful collaborations
- Plan to stabilize current course of revenue

Communicate opt-in strategy

- Rainy day fund growth
- Find new opportunities to bring in constant revenue
- Fundraisers
- CUSA in future funder
- Invest more time in acquiring grants sponsorships
- Multiple people involved in fundraising/ partnership
- Reaching out to more sponsors to create strong community partnerships
- CUSA Alumni Association creation and initiatives

Ongoing communication with other Student Unions





Increased entry points for student engagement

Re-envision CUSA's volunteer team

- Promote opportunity for service centers volunteers
- Create incentives for volunteering involvement with CUSA
- Street Team is brought back to life
- Create Street Team benefits
- Volunteer sign-up during Frosh
- Constant volunteer opportunities
- Reward volunteers with swag to attract more volunteers
- Residence only Street Team

Activate an ambassador program

- Include detachable forms in our hangouts/agenda/notebooks
- Engage influences from different groups
- Improve internal knowledge of how we can get people involved
- Create annual schedules that optimize for time efficiency

Interactive events, products and services

- Monthly video update from CUSA
- Reddit town hall
- Talent show in University Centre
- FIFA tournament
- Make student voices heard; listen and consider all student input
- Sephora day in University Centre
- New programming through service centers (real-world skills)
- Increased contests and giveaways
- Monthly open house at student centers

Map out student engagement funnel

- Ladder of opportunities for students growth
- Create ladder of transformation
- Share staff and student CUSA testimonials
- CUSA development team
- Student life committee

Create value/stake for university administration

Recruitment based value

- Programs and promotions to get graduates aligned with their industry
- Professional skill development opportunities
- Experiential learning partnerships

Communicating students satisfaction

Conduit for community partners/contracts for graduation

Monetary based value

- Show how we can bring monetary value to administration
- Create opportunities where the university makes money
- Exchange costs for revenue % (res coms)
- Plan and execute events that make Carleton attractive to students
- Recruitment based value
- Pitching that all these changes and tory junction will result in more enhancement

