



## **Official Reporting Mechanisms to SAMU Membership**

### **Rationale**

Official communications ensure transparency of operations and accountability to our membership.

### **Definitions**

An **Annual Report** is reflective summary of the past year.

The **Strategic Plan** is a guiding document outlining SAMU's vision, mission, values, and goals and is the foundation for future initiatives.

A **Summarized Budget** is an information document that outlines SAMU's approved revenues and expenses and is meant to provide an overview of SAMU's spending priorities but excludes line by line budget general ledger information and codes.

### **Expectations**

#### **Strategic Plan**

**1** SAMU maintains a Strategic Plan, which includes organizational vision, mission, values, and goals for the next 3-5 years.

**1.1** SAMU's Strategic Plan is developed in consultation with students and SAMU staff.

**1.2** SAMU's Strategic Plan is contained in Appendix A of this policy.

**1.3** SAMU's Strategic Plan is reviewed yearly as part of the budget process. The plan is updated and provided to Students' Council for their approval during the second quarter of the fiscal year of when the plan is set to expire. Upon approval, the strategic plan will begin implementation at the start of the next fiscal year.

**2** The Executive Committee reports to Students' Council on the progress of SAMU's Strategic Plan as part of the budget and annual report processes during the year.

#### **Audited Financial Statements**

**3** SAMU makes its Audited Financial Statements available to its membership upon receipt from the auditor.

#### **Annual Report**

**4** An Annual Report is compiled yearly, and approved by Students' Council within the first two months of the fiscal year.



**5** SAMU makes its Annual Report available to its membership upon its approval by Students' Council.

**6** The Annual Report will contain a letter from the President, election and referenda results, and informative details and metrics of the activities of SAMU, including progress on the strategic plan, advocacy, clubs, events, and programs and services.

**Approved Budget**

**7** Once the SAMU budget has been approved by Students' Council a summarized budget will be created and published on the SAMU website within sixty days.



## Appendix A.

### 2021-2024 Strategic Plan

#### Recognizing our past and planning our future

#### INTRODUCTION

The Students' Association of MacEwan University (SAMU) is a not-for-profit organization working independently from MacEwan University to support students. With over 45 full and part-time staff, SAMU exists to serve students' non-academic needs.

SAMU celebrates its 50<sup>th</sup> Anniversary in October 2021. That's 50 years of student councils and governance, milestones, learnings, growth and most importantly service to MacEwan students. The latest milestone has been the completion of the SAMU building, which provides a wide variety of opportunities for the organization.

Elected student representatives govern SAMU. Part of good governance is to have a strategic plan, providing visionary direction for the organization. Past strategic plans focused on the need of SAMU to construct its own building to enhance service to students. Completion of the SAMU Building in 2020 was a significant accomplishment for our Association. As the building project is now complete, this plan outlines the next steps in SAMU's future.

The strategic planning process began by updating SAMU's Vision, Mission and Values. Next, Students' Council and staff were surveyed to gather feedback. Overwhelmingly, it was reinforced that SAMU's primary **focus must continue to be our students**. As such, students are intentionally front and centre throughout the plan.

Next, the SAMU Executive Committee (EC) and Senior Leadership Team (SLT) looked at internal and external trends, issues, data, as well as future aspirations for SAMU. This analysis helped to design a strategic framework used to shape the plan. Finally, EC and staff developed goals and strategies to help SAMU maximize opportunities and fulfill its purpose.

As with all good plans, the details will be worked out to determine the scope and speed of implementation. SAMU will need to balance its commitment to delivering quality programs and services, while working on transformational projects to modernize the organization. And in the spirit

#### SAMU History

*1971 – Grant MacEwan Community College Student Union was formed, originally on Scona Campus*

*1988 – College Receives approval to offer university transfer programs, which increased enrollment*

*1995 – SAMU's Peer Support program began*

*1997 – Adopt-a-Family, now SAMU Cares was established*

*1998 – Health and Dental Benefits Referendum*

*2006 – The Pantry started providing food hampers to students in need*

*2007 – First U-Pass Referendum*

*2009 – College becomes University, and SAMU name is changed*

*2015 – Referendum on new SAMU Building, and Building Design begins; first VP External elected*

*April 2017 – Ground-breaking ceremony for new SAMU Building*

*January 2020 – SAMU Grand Opening Ceremony*

*March 2020 – 2021 – SAMU's operations were*

of SAMU's value of accountability, the organization will recognize the confines of resources and the need to be transparent with students.

SAMU has a talented team of staff and volunteers that are at the heart of the organization. This plan is the call to action for everyone to embark on the next chapter of SAMU's journey.

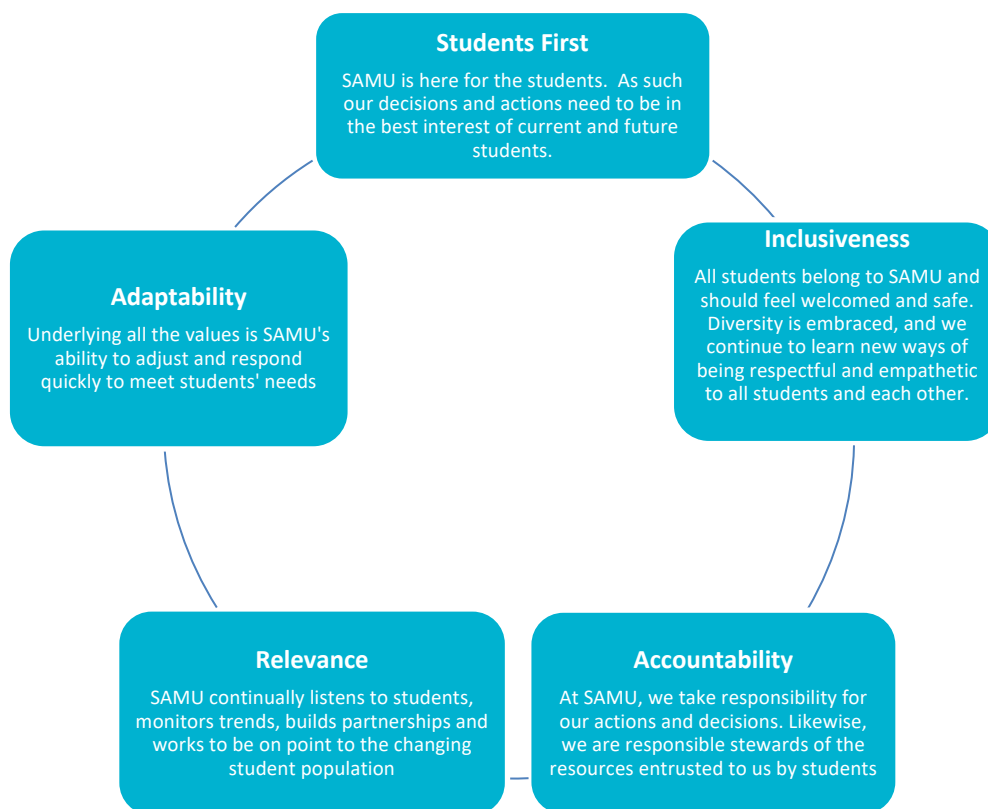
## VISION, MISSION AND ORGANIZATIONAL VALUES

**Vision:** All students benefit from a vibrant student life and a culture of empowerment.

**Mission:** SAMU builds a positive student experience by creating a place to engage and connect, being a champion for all students, and providing opportunities that allow them to get the most out of their educational journey.

### Values:

Our values are the basic tenets of how we as SAMU staff and elected student representatives act and make decisions.





## GOALS & STRATEGIES

**1: Student Experience & Engagement:** The overall student experience is enhanced by the opportunities provided by SAMU.

**What it Means:** The student experience goes beyond attending classes. SAMU offers people the fun and social side of student life by hosting programs and events and providing students space to connect. SAMU also provides volunteer and employment opportunities while also supporting student groups on campus. All of the above reflects SAMU's commitment to making on-campus life more accessible for all students.

### WHAT SUCCESS LOOKS LIKE:

- *SAMU Building is a hub for student activity.*
- *SAMU is identifiable by students as the organization "for the students by the students".*
- *SAMU programs, services and events are well-attended, utilized and enjoyed by students.*
- *Students are gaining experience and developing new skills from the employment and volunteer opportunities offered by SAMU.*
- *Student Groups are thriving and attracting an abundance of members with diverse interests.*

## Strategies

- 1.1 Put the finishing touches on the SAMU building, enhancing the safe and intentional spaces for students to gather, relax and study.
- 1.2 Increase student awareness of SAMU and its opportunities through strong communications and engaging marketing and branding.
- 1.3 Increase student engagement by offering relevant and meaningful events, programs, services, volunteer activities and employment opportunities for students
- 1.4 Support Student Groups by offering networking opportunities, meeting space, outreach support and online platforms.



2. Student Voice: The Student Voice is amplified by SAMU.

**What it Means:** SAMU is a Students' Association, meaning it provides ways for students to be heard collectively by the University, and at all levels of government. Students also have a voice through its democratic processes, electing Students' Council and Executive Committee members to govern SAMU.

*WHAT SUCCESS LOOKS LIKE:*

- *Advocacy efforts by SAMU result in positive changes for students.*
- *SAMU election ballots offer choice to students, and students are coming out to vote.*
- *SAMU is actively involved with other Students' Associations and organizations to have the Student Voice heard at all levels of government.*
- *SAMU is a valued partner of MacEwan University.*

**Strategies**

2.1 Develop an Advocacy Plan and implement processes to strengthen SAMU's advocacy program.

2.2 Enhance awareness and interest in SAMU's democratic processes through education and encouraging student participation.

2.3 Continue to build collaborative relationships with other Students' Associations and organizations to enhance the collective student voice with all government levels.

2.4 Foster positive relationships with MacEwan University to better serve students.



3. Student Supports: Student supports provided by SAMU are responsive to unique and evolving needs.

**What it Means:** Student life can be difficult. SAMU offers students a variety of programs and services to help with financial, mental, physical, and social stresses. SAMU is an inclusive organization, supporting diversity and participation of all students. As student needs evolve, SAMU watches trends and listens to students to ensure that SAMU offerings are reflective of those needs.

*WHAT SUCCESS LOOKS LIKE:*

- *Students are accessing SAMU programs, events and services to alleviate the financial, mental, physical and social stresses of being a student.*
- *SAMU is responsive to the feedback received about its programs and services, meeting the needs of all students.*
- *SAMU programs, services and events are inclusive and support all students.*
- *SAMU is working collaboratively with other organizations to benefit students.*
- *SAMU staff are trying new approaches to meet the changing needs of students.*

**Strategies**

3.1 Develop and deliver initiatives that are inclusive and are responsive to all student needs.

3.2 Evaluate and assess student supports to remain relevant and accountable to students.

3.3 Strengthen collaborations and partnerships with MacEwan University to expand supports and resources for students.

3.4 Enhance relationships with external organizations to leverage resources and supplement new and existing initiatives.



4. Strengthening SAMU Operations: SAMU is an innovative and sustainable organization with an engaging work environment

**What it Means:** SAMU can best serve students with its own house in order. By fostering strong relationships between elected student roles and staff, documenting policies and processes and being responsible stewards of resources, SAMU can be a supportive and sustainable organization for students for years to come.

**WHAT SUCCESS LOOKS LIKE:**

- *Elected student roles and staff roles are well-defined, and decisions are made seamlessly.*
- *Policies and processes are documented, and best practices are implemented.*
- *SAMU is in a stable fiscal situation, with multiple revenue sources.*
- *SAMU's operations are environmentally conscious, reducing ecological impacts where feasible.*
- *SAMU has a vibrant organizational culture, attracting, onboarding and retaining quality staff, volunteers and elected student representatives.*

**Strategies**

4.1 Review SAMU governance structures and make improvements to reduce duplication of efforts and delays in decision-making processes.

4.2 Document main policies and processes to support business continuity and transitions in leadership and staff.

4.3 Diversify revenue streams to reduce reliance on student fees.

4.4 Act as financial and environmental stewards and implement effective practices to enhance sustainability

4.5 Foster a professional and supportive work environment that lives the organizational values and delivers a culture of excellence.





## Fact Sheet

### Approvals:

First Approval – May 20, 2015

Last Approval – June 16, 2021

**Date of Last Review:** May 11, 2021

### Related Documents and Forms:

### Source and Updates:

May 20, 2015: *Official Reporting Mechanisms to SAMU Membership* approved by Students' Council motion 2015-05-20-6.4 upon the recommendation of the Bylaws and Policy Committee. Source material drawn from *Policy 22 – Annual Report and Strategic Plan*.

September 20, 2017: *Official Reporting Mechanisms to SAMU Membership* approved by Students' Council motion 2017-09-20-7.2. Appendix A updated with minor edits to extend Strategic Plan by one year.

March 21, 2018: *Official Reporting Mechanisms to SAMU Membership* approved by Students' Council motion 2018-03-21-7.9, effective July 1, 2018. Updated Strategic Plan 2018-2021 added to Appendix A.

January 20, 2021: *Official Reporting Mechanisms to SAMU Membership* approved by Students' Council motion 2021-01-20-7.6 on the recommendation of the Bylaws and Policy Committee. The requirement of publication of a summarized budget is added to the policy.

April 21, 2021: *Official Reporting Mechanisms to SAMU Membership* approved by Students' Council motion 2021-04-21-7.4. Appendix A updated to include a new 2021-2024 Strategic Plan.

June 16, 2021: *Official Reporting Mechanisms to SAMU Membership* approved by Students' Council motion 2021-06-16-7.3 on the recommendation of the Bylaws and Policy Committee. Updates include identifying the timing of the review, approval, and implementation of the Strategic Plan, as well as the reporting requirements for Executive Committee.