



Cape Breton University Students' Union

Strategic Plan 2013-14



"We are the collective voice of the students of Cape Breton University, We create change through advocacy, We inspire growth through engagement, We are here for one sole purpose – serving the students." – Cape Breton University Students' Union's 2013-14 Mission Statement.

The following Strategic Plan applies from May 1st, 2013 to April 30th, 2014 and shows the goals set by the Cape Breton University Students' Union (CBUSU) executive and how they will be achieved. This is also a document that the Student Representative Council (SRC) can use as an assessment tool to evaluate the performance of the Students' Union.

The following are the three broad strategic goals of the CBUSU for this year.

Improve Student Life & Increase Student Engagement: This is seen by the executive of the CBUSU as the main goal for the 2013-14 year. Student engagement is a major problem at Cape Breton University and we believe that if students were more involved on campus that it would resolve many other problems that the University currently has. Student life is also something we would like to grow exponentially seeing as a great student life is not only a large aspect of University but also helps lead us to better engagement.

Increase Quality & Accessibility of Education: Advocating for the students of Cape Breton University is something we are proud to do. Our Education right now is far too expensive for the quality of education we tend to receive. It is our goal—a large goal—to provide students with more opportunity to get a university education while also keeping the quality of that education well above par.

Deepen Roots in the Community: Cape Breton University has a great reputation on the island of Cape Breton and the Students' Union would like to take advantage of that growing relationship. A few years ago Capers Helping Capers: The Orange Initiative started up and had a great first year raising \$20,000 for various charities. We would love to stand by that success and raise that \$20,000 again through teamwork and being out in the community more often. We also want to have local businesses become more involved in the Students' Union and we plan on doing that through a large amount of sponsorship from such businesses. Lastly, high volunteer participation will be crucial in helping reach this goal.

Manners in which these goals will be accomplished will be listed below.

Goals	Strategy	Measure of Success
Improve Student Life & Increase Student Engagement	Successful Events & Activities	Have a majority of our Pit events generate profit to give back to students in the form of events and services
		All events generated student participation
		Events appeal to individuals from all over the world
		Events appeal to the preferences of all students
		Increased the knowledge on the "Sexual Diversity Center" (Or whichever name is decided)
	Orange Army Points: Award System for Campus Involvement	Increased profit that can be given back to students in the form of Orange Army Rewards
		Rewards promoted the engagement of CBU students
		Increased security at the Pit, with the result of reduced violence through database of patrons
		Increased voter turnout for all elections
	House Councils	Individuals on residence have gained the opportunity to voice their concerns
		Residence Life and communication to the University has improved
		Successfully created friendly house competitions and house pride
		Have created a structure that future years can build on
	Caper Crew Initiative	Multicultural in the representation of Caper Crew
		Created "buzz" around student activities and events
		Opened up the lines of communications between different cultural/social groups
		Increased voter turnout for all elections

Goals	Strategy	Measure of Success
Increase Quality & Accessibility of Education	Student Representation in all Student/ University Related Affairs	Increased student representation at student assembly
		Increased the number of participants in elections such as Student Representative Council (SRC)
		Increased the diversity of student leadership
		Increased interest in student societies
	Increase Presence and Effectiveness of StudentsNS	Held more Student Nova Scotia assemblies
		Actively apply the campaigns and research of StudentsNS to our campus
		Improved student knowledge of StudentsNS through increased visits from delegates
	Lobbying to Provincial and Federal Governments	Polling stations on campus
		Grants instead of loans
		Accessibility of student loans improved
		Worked with StudentsNS to get the provincial politicians to follow through with their promises
	Increase Accessibility and Quality of Services Offered by the Union in regard to Post-Secondary Education	Stable usage with reduced costs of the Tutoring Program
		Worked with partnership of Student Services on workshops based on topics relevant to students
		Had union related course evaluations to help students choose the right classes and to promote professors to be better at educating students
		Increased awareness on the Union's role in advocating for students with academic related problems

Goals	Strategy	Measure of Success
Deepen Roots in the Community	Capers Helping Capers	Raised our yearly goal of \$20,000
		Events generated student participation/engagement
		Fundraising events appealed to people from all around the world
		Made Cape Breton University more visible to the community
	Partnerships	Had a strong focus on local businesses when looking for partnerships
		Raised funds to support key events run by the CBUSU
		Be on the cutting edge of technology so as to appeal to as many businesses as possible
		Worked to build on past successful relationships with Cape Breton University, the Alumni Association, Caper Times, and Caper Radio
	Volunteer in the Community	Increased the number of CBU students volunteering in community events
		Built a relationship between international students and domestic students
		Built a relationship between international students and the local community
		Built a good reputation of Cape Breton University Students' Union on Cape Breton Island