STRATEGIC PLAN 2018-2021
Introduction
The Students’ Association of MacEwan University (SAMU) is a dynamic, fast growing, and diverse organization. Our needs are growing and our approach to success is changing to meet the needs of students within the university. Through consultation and continual connection with the student body, we have been, and will continue to focus our resources and energy on our students and what matters to them. SAMU is and always will be dedicated and advocate for student issues, regardless of political ideologies or opinions. We exist to enhance student well-being while they attend MacEwan University, and create a positive impact to the student experience.

This strategic plan provides a foundation for SAMU’s initiatives for the next three years. It takes the mission, vision, and values of the organization and transforms them into attainable goals. This plan will become the compass that guides our organization’s governance and leads SAMU as it works with its staff, students, and partners. We are focused on achieving the goals set out in this strategic plan with dedication to excellence in all we do.

Mission
The Students’ Association of MacEwan University exists to enrich the student experience. As the collective student voice and champion for leadership and advocacy, we empower students through our programs and services, and create an engaging environment that maximizes opportunities.

Vision
The Students’ Association of MacEwan University will be a strong advocate, exceptional resource, and clear voice for the MacEwan University student. We will have one aim — to create a one of a kind university experience by recognizing the student as our greatest asset and inspiration.

Values
Accountability
The work we do is transparent and available to our members. We ensure that student dollars are respected and used wisely. Students drive our actions and are included in planning, implementing, and measuring our successes.

Advocacy
We advocate at all levels of the university and government to ensure our students are represented and their voices are heard.

Excellence
We maintain a high-level of integrity, quality, respect, and professionalism in everything we do to ensure that our students are supported and receive a quality experience at MacEwan University.
Relevance
Our programs, services, events, marketing, and governance decisions are made based on the needs and wants of our students.

Stewardship
We look beyond the current generation of students and ensure that our future students will be positively impacted by the decisions we make today.

Students First
At the core of our organization are MacEwan University students; all members of the organization respect student needs and uphold students as our greatest assets and focus.

Goals
Dedicated Advocacy
SAMU will support and act as an advocate for all MacEwan University students. It will represent and advocate for student rights and needs within the university, municipally, provincially, and federally. SAMU will be a voice for students above and without political affiliation.

Advocacy Strategies include:
- Ensure MacEwan University’s first priority is students.
- Highlight governance and elections to MacEwan University students.
- Advocate for teaching and education excellence.
- Advocate for affordable education costs.
- Use an intersectional approach to addressing student issues.
- Advocate for accessible services addressing student needs within MacEwan University.

Commitment to Sustainability
SAMU will integrate sustainable practices throughout its operations and programing. By instilling practices of trust, integrity, and responsibility, it will be a place where processes and systems focus on long-term goals rather than short term wins. SAMU will strive to be a leader amongst student associations in its commitment to and application of sustainable practices.

Sustainability Strategies include:
- Foster a strong, professional, and supportive work environment.
- Diversify revenue streams to reduce reliance on student fees.
- Commit to sustainability analyses to inform better practices.
- Implement environmentally-friendly operating practices.

Relations with our Community
SAMU will commit to engaging with its surrounding community, and support opportunities for students to be involved and connected within the Edmonton core. It will attempt to build a feeling of community both internally and externally to the university. SAMU will collaborate with community projects and programs that improve the lives of MacEwan University students.

Community Relations Strategies include:
- Provide spaces for people to collaborate and work together.
- Build partnerships within MacEwan University that enhance the student experience.
- Connect students with organizations that provide for and support student needs.
- Seek sponsorship opportunities that build relationships with community partners.
- Educate students on community engagement opportunities.

Stewardship of Resources
SAMU operations provide effective stewardship of resources by streamlining administrative processes and anticipating, managing, and reporting on operational risks. Best practices are reflected in all operational activities. The appropriate resources will be allocated by aligning operational goals with SAMU’s strategic plan.

Responsible Stewardship of Resources Strategies include:
- Strong administrative structure based on best practice.
- Responsible financial management.
- Automate manual processes.
- Award all grants available to students and student groups.
- Every employee has the required skills and resources to be successful.

Integration of the SAMU Building
SAMU will build a Students’ Association building, which will open in the fall of 2019. The building will be economically and environmentally sustainable, and provide access to SAMU programs, services, and operations to all students. The Students’ Association building will act as a meeting place for collaboration, and the destination on campus for student service.

SAMU Building Strategies include:
- Create student space dedicated to the needs of all our students.
- Foster an environment of acceptance and community.
- Take measures in design to be the most accessible building on campus.
- Create a hub for easy access to all SAMU activities.
- Provide access to student governance and operations.
- Maintain a legacy that MacEwan students can enjoy for years to come.
Connect to Students

Within the MacEwan University environment, SAMU will market and inform students about what is taking place on campus. SAMU will provide opportunities and spaces for students to engage with SAMU governance and operations, and to engage with all levels of the university. SAMU will commit to encouraging and supporting student initiatives and involvement throughout the campus and with fellow students.

Student Connection Strategies include:
- Utilize diverse methods of communication to students.
- Showcase student governance and promote elections.
- Encourage both faculty-based and interdisciplinary engagement.
- Be an employer of students and attempt to provide meaningful learning opportunities.
- Support a culture that celebrates school spirit.
- Provide spaces for students to connect and engage with peers and SAMU staff.
- Survey and consult students to ensure that SAMU is providing students with services that are relevant.

Enhance Student Experience

SAMU will act as the champion of student accessibility and support, and provide relevant and meaningful services for students. It will dedicate its resources to improving the student experience and attempt to lessen stress for students. SAMU will provide a positive learning and teaching environment for staff and students. SAMU will showcase excellence and innovation in its programming and its conduct.

Student Experience strategies include:
- Provide programming that enhances student engagement.
- Support student led initiatives.
- Support the development and structuring of student clubs.
- Provide monetary supports for students in need.
- Collect and utilize demographic data to inform the creation and maintenance of services.
- Use an intersectional approach to addressing student need.
- Provide service for and information on student mental health concerns.
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Tues. & Thurs. | 12:30 p.m. – 3:30 p.m.
Friday | Closed