



The Saint Mary's University Students' Association (SMUSA) is a not-for-profit organization that was founded in 1966 to provide services, support, advocacy and representation to all of its members, the students of Saint Mary's University.

Our Mission:

The Association strives to maximize the positive university experience for its students and provide assistance in overcoming any challenges they may face.

As "Students working for Students", the Association makes an ongoing commitment to maintain open communication with its members while providing valued services, dedicated representation, and effective advocacy.

Our Vision:

Saint Mary's University Students' Association shall ensure the highest quality of life for each and every student at Saint Mary's University.

Annual Plan 2019-20

Priority themes refer to overarching strategic objectives for the year.

Goals refer to short-term objectives for each Priority Theme.

Action Items are the direct actions taken in pursuit of the Goals.

Outcomes are the immediate results of the Action Items.

Measures provide an evaluation and demonstrate how the Outcomes advance the Goals.



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| Community Leadership | | |
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| Action Item | Outcome | Measure |
| Community Related Programming / Initiatives | | |
| <ul style="list-style-type: none"> Design, plan & execute "Community Day" | <ul style="list-style-type: none"> Engage students with different community organizations to enhance and promote community relationship | <ul style="list-style-type: none"> Community Day is held and executed successfully |
| <ul style="list-style-type: none"> Meet regularly with community leaders | <ul style="list-style-type: none"> Create awareness of community initiatives and portray student support when applicable | <ul style="list-style-type: none"> Attend and promote different community opportunities for student engagement |
| Volunteer Database / Opportunities | | |
| <ul style="list-style-type: none"> Partner with Career Services to foster & promote on and off-campus volunteering opportunities for students and staff | <ul style="list-style-type: none"> Expand and promote volunteering opportunities for students to increase experiential learning and work integrated learning | <ul style="list-style-type: none"> Have constant volunteer opportunities for students and staff. Show an increase of engagement with students and the volunteering |
| Promote Student Leadership Success | | |
| <ul style="list-style-type: none"> Feature Fridays | <ul style="list-style-type: none"> Promote student success and initiatives | <ul style="list-style-type: none"> Successfully implement Feature |



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| | on and off campus through our "Feature Friday" videos on our social media platforms | Fridays and see an increase of engagement between student body and SMUSA. |
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| Student Involvement | | |
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| Action Item | Outcome | Measure |
| Improve Society Engagement & Accountability | | |
| Create and distribute Society Manual (a comprehensive and relevant how-to guide for societies) | Help new executives transition into their roles Improve their participation Inform and support society members/students at large about engagement opportunities on campus Educate/support society executives | Manual is created and distributed to societies, their members, and to students at large through a variety of channels Society executives are well informed and confident with proper processes and procedures Executives sign-off on reading and understanding the manual (Charter of Responsibility doc) |



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| <p>Hold Society Executive meeting Hold an all-presidents' forum every semester Hold a Society summit.</p> | <p>Increased communication between VP Student Affairs and Society executives</p> | <p>Society Summit is held with at least two executives per society in attendance</p> |
| <p>Establishing a framework to recognize the efforts of active societies who have consistent programming, active participation and innovative ideas.</p> <p>Establishing a system for validation of CCR hours and Societies</p> | <p>Adding value to society engagement Recognition of societies throughout the year</p> | <p>Increase of more creative society events/activities on campus Number of society engagement (i.e. posts, articles, features) in SMUSA social media</p> |
| <p>Greater SMUSA-Student Interaction</p> | | |
| <p>Host a Cafe Santa Maria (or a similar type of event)</p> | <p>Students to share their expectations, ideas and concerns in a more informal setting from an AGM</p> <p>More opportunities for student consultation throughout the year Having students feel they have a voice</p> | <p>Number of students actively participating in the event</p> |
| <p>Niche Programming</p> | | |



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| More diverse range of events on campus | Diversity of events at the Gorsebrook and Student Common Space, Dauphinee Centre More engagement of diverse group of students | Number of different initiatives and events hosted by SMUSA |
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| Academic Support & Success: | | |
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| Action Item | Outcome | Measure |
| Encourage/Support & Promote Student Academic Success | | |
| Develop a roster of undergraduate students on research grants to be displayed online and around the university | Increased recognition of academic excellence at SMU | Research roster available on SMU's website Research roster displayed in a Library display case |
| Allow Writing Centre and Library staff to hold office hours in the Student Common Space Hold SMUSA Executive office hours in the library | Develop partnerships with the Writing Centre and Library Increased awareness of SMUSA's Academic services and supports | Executive Office hours in the library Student surveys on pop-ups in the Student Common Space |
| Create an information package about the process for Academic Appeals, specifically for Suspension/Dismissal | Increased student understanding of the Academic Appeal process and student rights | Creation of an information package available on SMUSA's Website, the Library, Faculty Departments, etc. |



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| Expand Academic Advocacy | | |
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| Hire a student academic officer to establish student representation on academic and student Discipline committees | Better understanding of all discipline processes Fairer procedure for all discipline committees | Number of discipline committees with student representation by May 2020 |
| Expand the SMUSA Academic Committee to 3 representatives per faculty | Increased scope of the committee with greater student involvement | Forming the Academic Committee by October 2019 |
| Expand Experiential Learning | | |
| Actively promote Experiential Learning opportunities and consult with students on the future of Experiential Learning | Develop a partnership with Service Learning, Co-Op, and Career Services through Student Affairs and Services | Number of SELF recipients Student surveys on Experiential Learning opportunities at SMU |
| Update the SELF Application form to require media content from successful candidates | Increased media representation of SELF experiences | Number of SELF-related SMUSA posts |
| Work with Co-op office to review the processes, fairness, and efficiency of the Co-op program | Increase interest in Co-op from Arts + Science Faculties | Number and type of students in Co-op Student surveys on Co-op experiences and opinions |
| Graduate Student Success | | |



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| Involvement of SMU Graduate students on the Academic Committee and the CASA Graduate Advisory Group | <p>Increased understanding of Graduate student concerns</p> <p>Providing opportunities to Graduate students to represent their peers</p> | <p>Engagement of Graduate students on Academic Committee and Graduate Advisory Group</p> <p>Number of feedback events for Graduate students</p> |
| Review Graduate Academic Regulations | Determine inconsistencies between Graduate and Undergraduate practices | Changes to Graduate Regulations in 2020-2021 Academic Calendar |

Campaigns & Communication

| Action Item | Outcome | Measure |
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| Communication with Students | | |
| Develop a data collection strategy for student feedback | Collect both quantitative and qualitative data and feedback regarding specific student issues to inform advocacy efforts and other strategic goals within the annual plan | Strategy is developed and implemented, and reliable quantitative and qualitative data is acquired |
| Create an e-newsletter geared towards students | Update students on the progress of specific efforts, to announce successes, and to highlight various events and initiatives | Regularly scheduled e-newsletters are drafted, published, sent, opened and read by students |

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| Strategize the use of all student email messages | Develop a tentative proposal for the use of student email messages | Have the proposal considered by the University and other relevant parties |
| Campaigns | | |
| Engage in a Get Out the Vote Campaign | Educate students on who can vote, where and how to vote, and why voting is important | Recruit campaign volunteers, and collect voting pledges |
| Launch a SMUSA campaign | Inform students on SMUSA's mission, vision and values, as well as its services, support, advocacy, and representation efforts | Students understand and value the importance of their student association, and participate in its events, initiatives and programs |
| Implement a Featured Fridays video series | Feature our work, our students' accomplishments, and some events and initiatives to look forward to every week | Regularly scheduled Featured Fridays are planned, published, posted, and watched by students |
| Media Relations | | |
| Compile a media contact database, and strategize the use of both public relations and media relations | Build productive working relationships between the association and media outlets and their reporters Use external media as a part of relevant communications efforts | Increased amount of press releases and involvement in external media, resulting in a higher public profile for the association |

Sexual Violence Prevention

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| Action Item | Outcome | Measure |
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| Examining of Current Policy & Practices | | |
| <p>Conduct an examination/ review of existing policies at the University. Identify gaps and key areas of improvement.</p> | <p>Advocate for the creation of an improved, trauma-informed, and survivor-centric policy against sexual violence.</p> | <p>Successful revision of the SMU Sexual Violence Policy passed by EMG.</p> |
| <p>Strike a SMUSA Sexual Violence Action Team.</p> | <p>Gather student-data and student opinion regarding Sexual Violence.</p> <p>Develop a set of principles, concerns, and recommendations to bring forward to the University.</p> | <p>Creation of a PCR-style document on Sexual Violence.</p> |
| Consent Awareness | | |
| <p>Organize a coordinated NS-wide campaign about consent and sexual violence prevention.</p> | <p>Increased awareness of issues relating to sexual violence on university campuses.</p> <p>Collaboration with the Avalon Centre for Sexual Assault to deliver material around consent and sexual violence prevention.</p> | <p>Successfully launching a campaign based on consent and sexual violence prevention.</p> <p>Creation of a report based on the feedback/ discussion from students and results of the campaign.</p> |



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| | Collaboration with other universities in the province. | |
| Provide Bystander Intervention Training sessions for students and staff. | Increased accountability/ better understanding of the role of bystanders in the prevention of sexual violence. | Providing training to all relevant SMUSA staff. |

| Healthy Student Life | | |
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| Action Item | Outcome | Measure |
| Wellness-Related Programming & Initiatives | | |
| <p>Plan and execute Wellness Weeks that emphasize different dimensions of wellness.</p> <p><i>Physical</i> Events/ programming about healthy eating, activity and sleep.</p> <p><i>Emotional</i> Events/ programming about mindfulness and mental health.</p> <p><i>Social</i></p> | <p>Promote healthy living in a variety of areas.</p> <p>Provide students with valuable resources and information to take with them in preparation for school stress.</p> | <p>Execution and promotion of Wellness Weeks.</p> <p>Engagement of students at Wellness Weeks events.</p> |



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| <p>Events/ programming to foster healthy social relationships.</p> <p><i>Academic</i> Events/ programming on creating academic plans, healthy study habits, and time management.</p> | | |
| <p>Coordinate a 'Self-Care Saturdays' social media campaign.</p> | <p>Promote healthy living to students.</p> <p>Demonstrate simple, inexpensive ways to introduce self-care into one's daily routine.</p> | <p>Posts on SMUSA's social media channels.</p> |
| <p>Organize and execute events for 'Movember'.</p> | <p>Foster more conversations about men's health.</p> <p>Collaborate with Man Made and MENTALity.</p> | <p>Execution and promotion of Movember events.</p> <p>Engagement of students at Movember events.</p> |
| <p>Launch a 'Winter Warm Up' clothing drive program.</p> | <p>Seek donations for winter gear which will then be donated to students who do not have winter gear or cannot afford it.</p> | <p>Gathered donations from students.</p> <p>Provided students with winter gear.</p> |
| <p>Plan and execute 'Financial Literacy Week'.</p> | <p>Discuss financial wellness, budgeting, understanding credit, and student loans.</p> <p>Provide students with ways to be more mindful of their money.</p> | <p>Execution and promotion of Financial Literacy Week.</p> <p>Engagement of students at Financial Literacy Week events.</p> |



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| | Leave students with valuable information on financial literacy. | |
| Creating and Improving Resources for Students | | |
| Offer Mental Health First Aid training to staff and students. | Increased awareness about mental illness and how peers can be supportive of those experiencing mental illness. | Provide training to relevant SMUSA staff. Offer free Mental Health First Aid training to students during 'Wellness Weeks'. |
| | Communicate services available to students to | |
| Environmental Sustainability | | |
| Create the position of Sustainability Ambassador. | Get students volunteers to advise and assist with efforts related to environmental sustainability. | Have 1-2 Sustainability Ambassador(s). |
| Work with Board of Directors to update SMUSA's Sustainability Policy. | Create a policy that reflects modern environmental best-practices. Ensure that our practices are more sustainable and environmentally-conscious. | Approval and implementation of new policy. Improved sustainable practices in the SMUSA offices. |



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| <p>Organize 'Waste Reduction Week'.</p> | <p>Highlight different ways to be more sustainable and reduce waste through different events and programming.</p> | <p>Execution and promotion of Waste Reduction Week.</p> <p>Engagement of students during Waste Reduction Week events.</p> |
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| Other Wellness Initiatives | | |
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| <p>Strike a 'Student Wellness Committee'.</p> | <p>Gather input from students and student-staff in positions throughout different departments of the University.</p> <p>Develop strategies to promote and provide resources/ support in the areas of health and wellness on campus.</p> | <p>Committee approved by SMUSA Board of Directors.</p> <p>Student involvement in the Committee.</p> <p>Regular meetings with the Student Wellness Committee.</p> <p>Report at the end of the year based on the input of Committee members.</p> |
| <p>Create a 'Wellness' page on SMUSA's website.</p> | <p>Include resources, information on what SMUSA can do for students in this area, and strategies for enhancing wellness.</p> | <p>Creation of Wellness page on SMUSA's website.</p> |

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| Equity, Diversity & Inclusion | | |
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| Action Item | Outcome | Measure |
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| Support & Structure to Underrepresented Groups | | |
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| <p>Advocate for additional roles within the Peer Support program.</p> | <p>Work alongside the Counselling Centre.</p> <p>Provide additional support resources for students with different lived experiences.</p> | <p>Acquire an Indigenous Peer Support position.</p> <p>Acquire an 2SLGBTQ+ Peer Support position.</p> |
| <p>Create new and improve existing brave spaces.</p> | <p>More visible locations for existing student spaces.</p> <p>Provide a new space for 2SLGBTQ+ students to access volunteers, support, and resources.</p> | <p>Creation of a new Pride Centre.</p> <p>New location for the Indigenous Student Space.</p> |
| <p>Enhance support for student-parents.</p> | <p>Offer temporary space for student-parents to breastfeed or pump breast milk.</p> <p>Advocate for a set of guidelines and a permanent space to be provided by the University.</p> | <p>Promoting breast-feeding space on campus.</p> |
| <p>Promoting Accessibility Awareness</p> | | |
| <p>Develop an online "Accessibility Watch" for students, faculty, and staff to immediately share any issues of accessibility.</p> | <p>Provide an easier and simpler way of reporting issues of accessibility on campus.</p> | <p>Facilities Management department monitors reports to make sure accessibility issues are addressed and resolved in a timely manner.</p> |
| <p>Promoting a Campus Culture of Inclusion</p> | | |



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| Work with the Board of Directors to write an internal Equity, Diversity and Inclusion policy. | Create a policy that governs hiring practices and treatment in the workplace. | Approval and implementation of the new policy. |
| Create an "Equity Handbook". | Facilitate a conversation about equity, diversity, and inclusion on campus. Provide key terms, a guide on organizing inclusive and accessible events, and other information related to social inequality, discrimination, and oppression. | Completed Equity Handbook. Provide handbooks in Welcome Week Kits. |
| Plan and execute Pride Week. | Collaborate with the SMU Pride Society. Facilitate events to engage 2SLGBTQ+ students and allies. | Execution and promotion of Pride Week. Engagement of students at Pride Week events. |
| Facilitate different programming/initiatives for Black Heritage Month. | Collaborate with various university departments and community members. | Execution of events and initiatives during Black Heritage Month. Engagement of students. |
| Other | | |
| Create a page on SMUSA's website dedicated to equity. | Provide information on what equity, diversity and inclusion mean, what SMUSA can do for students in this area, and what resources are available on campus or within the community. | Launch new page on SMUSA's website. |

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| <p>Create opportunities for students who have barriers going to the gym.</p> | <p>Gather student feedback on the barriers in a gym environment.</p> <p>Collaborate with the Women's Centre.</p> <p>Work alongside the Athletics Department/ Homburg Centre.</p> | <p>Successfully offer a private gym hours program to students.</p> <p>Student feedback on the initiative.</p> |
| <p>Strike a Student Equity Council.</p> | <p>Representation from students of all underrepresented groups.</p> <p>Get more student input on issues related to equity, diversity, and inclusion on campus.</p> <p>Use input from the Council to guide future SMUSA initiatives.</p> | <p>Council approved by SMUSA Board of Directors.</p> <p>Student involvement in the Council.</p> <p>Regular meetings with the Student Equity Council.</p> <p>Report at the end of the year based on the input of Council members.</p> |
| <p>Amend SERM forms requiring event-organizers to list ways their event will be inclusive and accessible.</p> | <p>Ensure event-organizers are taking accessibility and inclusivity into consideration when planning events.</p> | <p>Form amendments posted onto the SMUSA website.</p> <p>Form amendments discussed with society executives at the Society Summit.</p> |