

2024-2025 STRATEGIC PLAN

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Territory Acknowledgement

Your student union resides on the unceded and unsurrendered land of the ləkʷəŋən people, including the Esquimalt, Songhees, and WSÁNEĆ Nations. The UVSS has a responsibility to unlearn colonial beliefs and practices that uphold systems of oppression. By challenging these systems, we demonstrate our commitment to holding institutions accountable to reconciliation and decolonization.

We recognize the relationship that exists between Indigenous peoples and their traditional territories, and the ongoing harm that is perpetuated by colonization. The UVSS acknowledges and condemns the history of dispossession and colonization, and celebrates Indigenous resilience, both of which have shaped Indigenous peoples' experiences and continue to influence their lives today.

Elevating Indigenous voices and perspectives by confronting colonial norms and structures, while educating our members, creating an open dialogue, and taking action to dismantle those colonial systems remains a top priority for your student union. We center all First Nation, Inuit, and Metis peoples – including but not limited to women, girls, and queer/Two-Spirit people – that experience ongoing systems of oppression tied to and originating from colonialism, such as racism, sexism, homoantagonism, trans antagonism, ableism, and others.

As fellow students, we encourage you to reflect and recognize your relationships with these lands, self-locate, and think about how you use spaces and your privilege to advocate for truth, reconciliation, and decolonization. As student union representatives, we remain devoted to these principles and center our journeys of discovering decolonization in the work we do at the UVSS.

Executive Summary

What is the UVSS?

Founded in 1964, the University of Victoria Students' Society (UVSS) is a social justice based non-profit run by students, for students. All undergraduate students at the University of Victoria are members of the UVSS. The UVSS supports students and responsibly represents them to multiple levels of government, university policy makers, and other post-secondary institutions and student organizations. The UVSS advocates for student issues including post-secondary funding, accessible public transit, sexualized violence prevention, improved campus sustainability, expanded mental health services, and more affordable housing. Through the UVSS, students participate in political advocacy campaigns, clubs, course unions, conferences, and other events in the Student Union Building (SUB). Becoming an active member of the UVSS enables students to enrich their educational experience and to fight for student issues.

OUR MISSION

To be a leader in providing high-quality accessible services, advocacy and events that enhance the student experience, and to build a campus community that embodies our values.

OUR VISION

To see full student engagement in our core components of advocacy, events, services, businesses and society governance.

OUR VALUES

What we stand for. They underlie everything that we do and guide how we make decisions, perform our work and work with each other. These values are the primary driving forces behind all that we do:

- Good Governance
- Environmental Sustainability
- Service
- Decolonization
- Excellence
- Social Justice
- Fun

For a list of our values' definitions, please see



Why is the Strategic Plan important?

A strategic plan provides a sense of direction and outlines measurable goals. Strategic planning is a tool that is useful for guiding day-to-day decisions and also for evaluating progress and changing approaches when moving forward.

There are a lot of things the UVSS Board of Directors considered, including but not limited to:

- UVSS Policies: Policies dictate how the society should be run and what the expectations from the UVSS Board of Directors (BoD) are.
- Mission, Vision, Values: Guide our actions and decision-making.
- Election Platforms: Each member of the Board of Directors priorities they were elected on.
- Annual General Survey Results: This plan includes a snapshot of these results below.

This year, the strategic plan outlines key criteria for the growth and development of the UVSS. The UVSS BoD plans to introduce new services for our members and expand on existing ones. Priorities include lobbying for safer substance use, enhancing the financial sustainability of the UVSS Food Bank and Free Store (FBFS), and strengthening our engagement with the membership.

The board is committed to increasing accessibility and collaborating more closely with staff to benefit our members. Beyond our executive roles, we serve as student representatives on UVic Senate and hiring committees, represent the UVSS on external platforms such as BC Transit Commission and BC school meetings, and conduct media interviews.

In addition to the objectives in our annual plans, we are focused on collective goals and representing UVic in every possible way.

The Strategic Planning Process

- This year, we initiated our Strategic Planning during the UVSS Board Orientation in May. Presentations from Sonia Theroux, a Campaigns & Communications Specialist, and our Executive Director provided the groundwork for the steps and considerations necessary for our planning process.
- Lead Directors compiled a set of objectives for their tenure and collaborated with their respective committees to formulate a unified vision for their portfolios. Following these consultations, they convened to explore collaboration opportunities and engage in idea exchanges.
- Each Lead Director consulted with their portfolio Directors at Large to ensure their priorities and active participation are reflected in the Strategic Plan. We conducted detailed “strengths, weaknesses, opportunities, and threats” (SWOT) analyses to help the organization be proactive rather than reactive.

- Our focus was on creating “SMARTIE” goals. Each Director was asked to create tangible, actionable objectives following guiding principles of Specific, Measurable, Achievable, Relevant, Time-bound, Inclusive, and Equitable.
- After completing a preliminary draft, the Executive Committee set aside two days in July for the Lead Directors to present their annual plans to each other and receive feedback on their sections.
- Once drafting was complete, our Communications Department reviewed and proofed the document.
- The final step of approval is through the Board of Directors at the July 22nd Board Meeting.
- Once approved our Graphics Department will assemble the final copy and we will work in tandem with our Communications Department to conduct outreach.

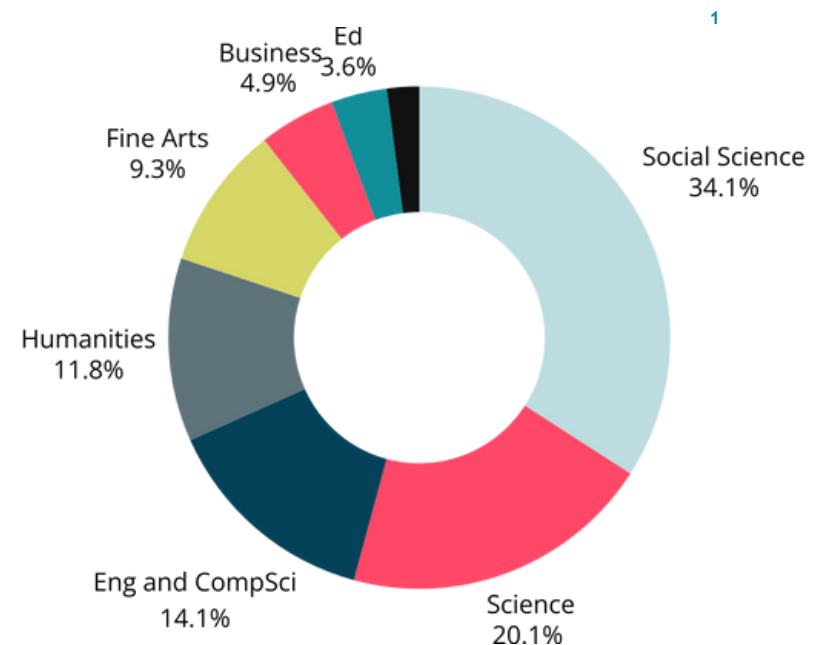
Annual General Survey Snapshot

The UVSS Annual General Survey (AGS) is a vital tool in capturing the voices and experiences of students across campus. This comprehensive survey seeks feedback on a range of topics, from general information about the UVSS and the Board of Directors to events and student services. Open from November 2023 to January 2024, 942 participants provided essential insights into their needs, preferences, and concerns.

The feedback we collected from the Annual General Survey has been instrumental in shaping the UVSS's strategic plan. Using a data-driven approach enables us to make informed decisions and goals that genuinely resonate with and benefit our members. Furthermore, it ensures that the society's initiatives and priorities align with the actual experiences and expectations of the student body. Overall, as demonstrated throughout this document, the 2024-2025 UVSS Strategic Plan is informed by this valuable input and focuses on enhancing student life, advocating for academic and non-academic support, and fostering an inclusive and dynamic campus environment.

Demographics

- 82.50% of respondents were between the ages of 18-22 years old



¹ Graph: AGS 24/25 Results - What is your faculty?

² Graph: AGS 24/25 Results - What is your year of study? (1st through 5th)

Finance & Operations

Khushi Wadhwa (she/her) - **Director of Finance and Operations**

Noah Létourneau (he/him) - **Director-at-Large - Finance and Operations**

Section 1: Portfolio Introduction

The Finance and Operations portfolio encompasses a diverse array of responsibilities centered around the Student Union Building (SUB). These responsibilities include financial management, strategic planning, sustainability initiatives, and overseeing day-to-day operations, as well as long-term planning with the Executive to ensure sustainable growth.

A significant aspect of this portfolio involves managing crucial services such as the bus pass and health and dental plans for all undergraduates at UVic. Additionally, the Director of Finance and Operations leads the personnel committee, responsible for overseeing excluded management and addressing staff-related matters such as collective bargaining and grievances. We also provide consulting expertise to the Board of Directors on personnel issues.

Beyond my portfolio, I serve as the UVSS representative on various Senate committees, including the Senate Committee on Admission, Re-registration and Transfer Appeals (SCARTA), Senate Committee on Planning (SCP), Fee Reduction Appeals Committee (FRAC), and committees helping to shape social sciences curricula. These roles are particularly meaningful to me as they allow me to advocate for student interests and contribute to important decisions that impact our community.

Section 2: Primary Goals & Context

Goal #1: Make finance more accessible

Consistent feedback gathered through Annual General Meetings and Annual General Surveys, has highlighted the need for greater accessibility of UVSS finances. Effective financial management is fundamental to the operations of any organization. Enhancing accessibility to financial information involves presenting it in less overwhelming formats, such as infographics and graphs. This initiative aims not only to improve transparency but also to empower our members by promoting financial literacy. By encouraging our members to integrate personal finance into their lives, we aim to make financial matters less intimidating and more accessible to all.

Mini-free libraries: The idea of little libraries was conceptualized in 2014 by a UVSS Director of Finance & Operations to encourage members to encourage reading as a form of self-care external to their studies. This initiative evolved into a "Leave a book, take a book" bookshelf in the Board Offices. I propose using the same strategy for financial literacy resources and books. While the books on the shelves currently belong to different genres, I envision a long-term shift toward finance and

professional development literature. A promising first step is that the Director of Campaigns and Community Relations has connected me with a UVic faculty member interested in helping see this project through.

Online resource list: The idea of having a financial resource library, including but not limited to personal finance basics, is that people can access it anytime at their own pace. There will be free and paid opportunities for members in various formats (social media accounts, books, YouTube channels, apps, courses, UVSS clubs, etc.) so they can choose what fits their needs best. This resource will be open to the community and members for additions and feedback.³

- Yes - I am aware
- Kind of - I am somewhat aware
- No - but I do now!



Goal #2: Improve UVSS Businesses and Services

Rewards System App: A digital rewards system reinforces UVSS values and sustainability by using money spent in the SUB right back into operations to serve students. Many members are unaware that their purchases contribute to serving students through our initiatives or operations to support students. The app would also allow students to receive direct benefits as well. This will also increase our membership engagement, help give us feedback on what students would like to see from us, and also move towards a more sustainable future. Most people tend to forget where their SUB Deal Book went, when the coupons expire, or some even choose to tear offers. The app would replace the traditional coupon booklets, reduce paper waste, and allow us to send timely reminders about expiring rewards. Consistent brand promotion through the app also creates opportunities for advertising revenue, further benefiting student services. This initiative not only increases transparency and efficiency but also positions UVSS to adapt to digital trends while maximizing the value delivered to our members.

Polaroid Printing Services: We have observed a recent shift among university students toward preferring polaroid-format pictures. The service would allow them to print their memories without having to invest in a polaroid camera or having to carry it around or even worrying about the picture taken! The printing service can print any picture they'd like for a minimal cost to students! I am also

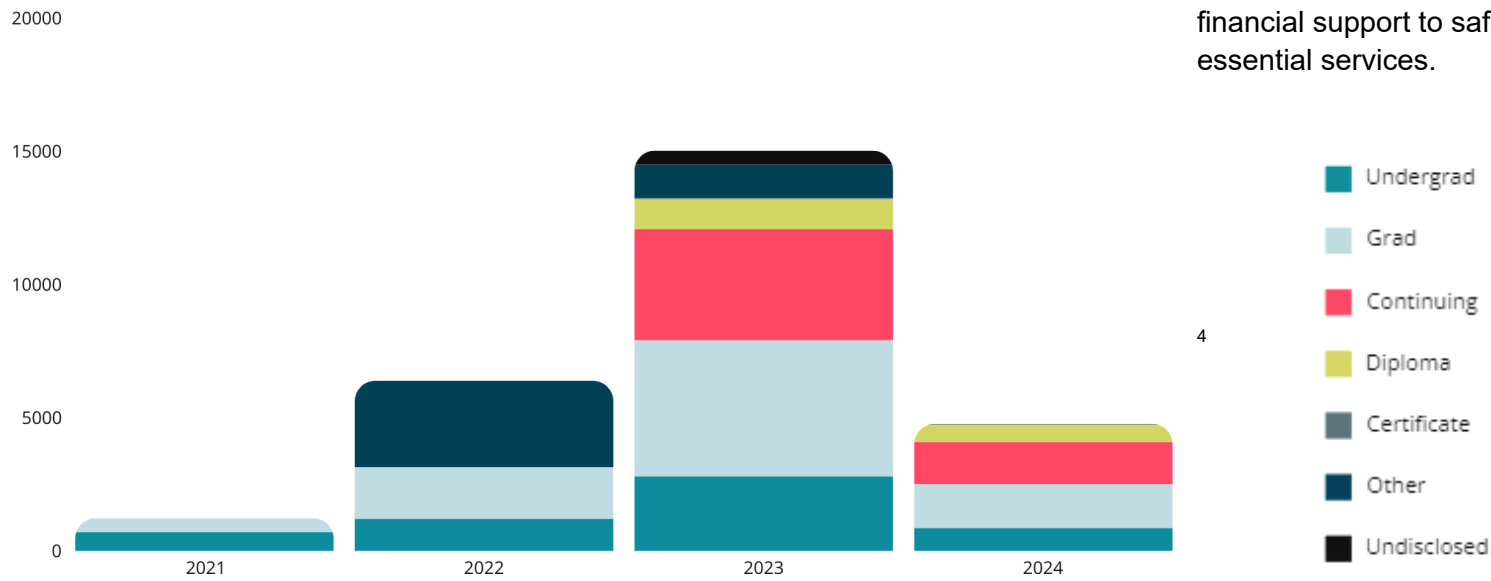
³ Graph: AGS 24/25 Results - Are you aware that all profits from the SUB businesses support advocacy, services, and events for students?

looking into a photo booth option if at all possible for students to hang out and create memories with friends. Additionally, I am exploring the option of a photo booth, providing students with a space to hang out and create memories with friends.

Increase Food Bank Financial Sustainability: The UVSS FBFS is experiencing an unprecedented financial strain exacerbated by soaring living costs. Despite this heightened demand, UVSS has been largely responsible for funding the Foodbank, with minimal to no contributions from UVic or the Graduate Student Society (GSS). This funding gap is clearly illustrated in the accompanying graph, which depicts a sharp increase in usage, particularly among graduate students and community members.

It is crucial to underscore that the current financial model is unsustainable. The burden of supporting these deficits without adequate external support is placing a significant strain on our resources. The data shows that the gap between funding and demand continues to widen, posing serious challenges to the FBFS's ability to meet the escalating needs of our community.

Addressing this issue requires a collaborative approach involving all stakeholders, including UVic and the GSS. Sustainable solutions must be explored to ensure that the FBFS remains a viable resource for those who rely on it most. We must work together to find equitable and lasting financial support to safeguard the FBFS's essential services.



⁴ Graph: Food Bank & Free Store Usage Data - **Note:** the data for 2024 refers to stats from spring 2024 term only.

Section 3: Portfolio Plan

Goal	Target Audience	Strategies	Tactics	Measurables	Timeline
Make Finance More Accessible	UVic students interested in learning more about personal finance	Shelves and Mini Libraries for "Leave a Book, Take a Book"	<ol style="list-style-type: none"> 1. Identify spaces for libraries 2. Discuss viability with UVSS General Manager: allocate budget for this project 3. Secure donors and partners: possible donors: Times Colonist/ Uvic Libraries/ Subtext donations for books 4. Work order: a poster explaining what it is and what we need to achieve for it 	Establish two mini libraries in the SUB.	Winter 2025
		Finance Fridays: Personal finance workshops & resources.	<ol style="list-style-type: none"> 1. Facilitate monthly book club sessions covering 1-2 chapters bi-weekly <ol style="list-style-type: none"> a. Create a Google form to gauge interest and compile a contact list. b. Promote via social media channels. c. Organize a facilitator: possibly the Director of Finance & Operations (FinOps) and Directors-at-Large (DaL). d. Appoint a note-taker for each session. 2. Create a UVSS Resource Library: <ol style="list-style-type: none"> a. Curate a comprehensive list of finance and personal development books and resources. b. Explore partnerships with local libraries to access finance and personal development materials. c. Develop a digital library platform where members can access and explore the compiled resources at their own pace. This could include a dedicated webpage or an app. 3. Produce content to raise awareness 	Host at least two book club sessions in fall and winter semesters.	Fall 2024 and Winter 2025
Introduce Business & Operations Proposals to Enhance Services and Student	UVic undergraduate membership	Rewards System App	<ol style="list-style-type: none"> 1. Discuss and evaluate options with the UVSS General Manager <ol style="list-style-type: none"> a. Concerns: <ol style="list-style-type: none"> i. Privacy and data storage. ii. POS system integration. iii. Staff capacity to manage the system. iv. Identify key stakeholders 2. Identify how to fund the project 	Develop a solid plan to launch the rewards system by September 2025.	Winter 2025

Life	People interested in aesthetic photography	Photo printing	<ol style="list-style-type: none"> 1. Install polaroid printers at Zap. 2. Consider a photo booth similar to UBC Nest. <ol style="list-style-type: none"> a. Reference: Boft Canada on Instagram 	Achieve 50 polaroid prints sold.	Fall 2025
	Members accessing the food bank	Increasing buy-in from other parties for the foodbank	<ol style="list-style-type: none"> 1. Develop a proposal for UVic Admin and GSS to secure support and funding. 2. Explore financially sustainable methods to keep the food bank operational. 	Secure proportional contributions from GSS and UVic.	Winter 2025

Outreach & University Relations

Bunni Williams (they/them) - **Director of Outreach and University Relations**

Aidan Dias (he/him) - **Director-at-Large - Outreach and University Relations**

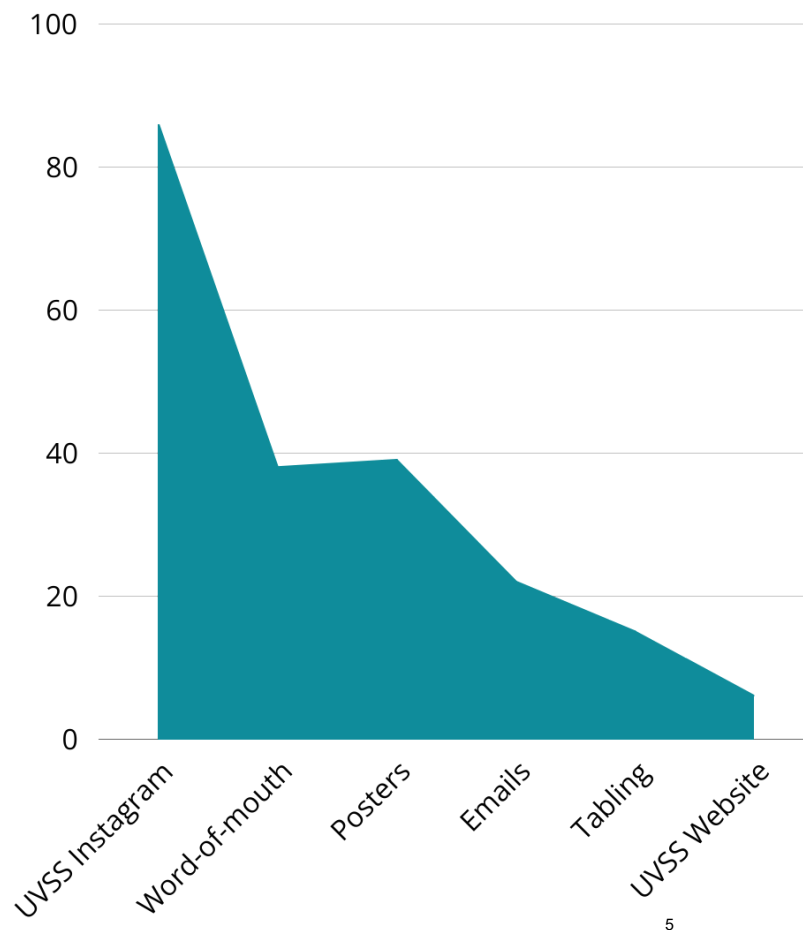
Cale Goldsand (he/him) - **Director-at-Large - Outreach and University Relations**

Section 1: Portfolio Introduction

The Outreach and University Relations portfolio is responsible for a variety of tasks. The Director of Outreach and University Relations serves as the chair of UVSS BoD meetings, is the spokesperson for the UVSS, and the liaison with UVic administration. They also chair the Policy Development committee and oversee the development and implementation of the Students' Society's bylaws and policies. Additionally, this portfolio Director acts as the Students' Society's liaison with the Ombudspersons office and is the chairperson of the Ombudsperson Advisory Committee. They organize with student representatives to the Senate and Board of Governors to advance student interests' and collaborate with the Director of Campaigns and Community Relations in coordinating campaigns. As a whole, the portfolio oversees member outreach projects and programs, including volunteer coordination with communications and marketing staff. ⁵

Extending outside of this portfolio, the Director of Outreach and University Relations currently sits on the Senate Committee for Learning and Teaching this 2024-2025 academic year.

Section 2: Primary Goals & Context



Graph: AGS 24/25 Results - How do you normally hear about the events, services, and campaigns run by the UVSS?

Goal #1: Students have more knowledge of the UVSS operations

Last year the UVSS used a strategy of relatability to our undergraduate membership. Using our social media – specifically Instagram – we made posts that are more ‘personable’ and less corporate feeling. This created a recognizable and familiar identity of the UVSS to our students. I would like to build off that success and transform our identity as not just a face and that we relate to them but the advocacy and work we do within the UVSS. Now that students recognize us as a part of them we need to show that we work to their benefit as the UVSS.

Goal #2: Improve food price and quality for students in residence

The UVSS Annual survey data reported that students are concerned primarily with the cost of living. Not only through our formal processes of data collection. Popular student social media platforms– primarily Reddit and Instagram have students reporting the terrible food quality and price offered for students in residence and on campus. Students have reported that they have skipped meals to avoid spending beyond the residence meal plan offered by UVic.

Goal #3: Explore Opportunities for Foodbank and Freestore Outreach

The Food Bank usage has been increasing for years with the cost of living rising. Students are relying more on our foodbank and freestore services to make ends meet. The UVSS is struggling to keep up with demand while prices continue to rise. I would like to increase the community awareness of the food bank and freestore to our undergrad members that will not only help students who need to access the food store know-how and that we offer that service but for students to donate cans and goods to our food bank.

Section 3: Portfolio Plan

Goal	Target Audience	Strategies	Tactics	Measurables	Timeline
Increase Awareness of the Operations of the UVSS	UVic undergraduate students, primarily first-year students	Enhance Access and Engagement to council meetings and UVSS leadership	<ol style="list-style-type: none"> Host "Empowerment Hour with Izzy" – a live Q&A session on Instagram Encourage students to fill online petitions 		Continuous throughout the academic year with specific focus periods: <ul style="list-style-type: none"> Major UVSS and university events

		Maximize Outreach and Visibility students via different streams of social media and communication	<ol style="list-style-type: none"> 1. Conduct tabling opportunities during high-traffic times, including: <ol style="list-style-type: none"> a. UVSS Campus Kick Off b. UVSS Clubs and Course Union Days c. New Student Welcome d. UVSS events 2. Regular bi-weekly tabling sessions by Directors at Large. 		<ul style="list-style-type: none"> ● Monthly social media campaigns ● Weekly video updates
			<ol style="list-style-type: none"> 3. Improve Social media <ol style="list-style-type: none"> a. Monthly updates from UVSS leads via posts and stories. b. "Breakfast with Bunni" c. Trivia and Tips for first year and potential students d. Weekly Lead Director updates e. Day-in-the-life vlogs for each UVSS lead. 		
			<ol style="list-style-type: none"> 1. Produce Breakfast with Bunni series <ol style="list-style-type: none"> a. Featuring new food from the SUB. b. On-the-street style interviews a a. Q&A sessions on Reddit and Instagram Live 	Semesterly 5% engagement increase	Consistent weekly video content production and posting.
Improve Food Price and Quality for Students in Residence	All undergraduate students, with a focus on those on meal plans or living on campus. UVic Stakeholders	Raise awareness and gather testimonials regarding food price and quality. Increase visibility around food service issues through social media and tabling.	<ol style="list-style-type: none"> 1. Create Surveys and Data Collection <ol style="list-style-type: none"> a. Conduct surveys to gather student feedback on food price and quality. b. Create a strategic plan based on survey findings. 2. Use tabling opportunities and social media to share findings and advocate for changes. 	Measure the decrease in food prices and improvement in quality. Monitor student feedback for positive changes in their dining experiences.	End of the current term with an improved meal plan in place by the New Student Welcome in September 2025.

<p>Explore opportunities for Free/thrift store outreach</p>	<p>Student in residence or moving into their first place that need assistance furnishing their space at lost cost</p> <p>Stakeholders: UVic, Thrift stores/non-profits</p>	<p>Identify and Create Space</p> <p>Revamp Food Store/Free Store Space</p> <p>Promote Free Store During Key Periods</p>	<ol style="list-style-type: none"> 1. Find suitable locations for free/thrift store operations. <ol style="list-style-type: none"> a. Be creative with space utilization. 2. Improve the current food store/free store space. <ol style="list-style-type: none"> a. Promote a "Leave a book, take a book" initiative for financial literacy resources. 3. Promote the free store during the first week of school. <ol style="list-style-type: none"> a. Consider a garage sale style event to attract donations and awareness. b. Engage in social media campaigns to inform and attract students. 	<p>Measure increased awareness of the free store.</p> <p>Track the number of students using the free store.</p> <p>Monitor community and university buy-in and donations.</p>	<p>Ongoing</p> <p>First Week of School: Major promotion and outreach.</p>
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Events

Sarah Buchanan (she/her) - **Director of Events**

Gretchen Lewandowski (she/her) - **Director-at-Large - Events**

Emily Eymundson (they/she) - **Director-at-Large - Events**

Section 1: Portfolio Introduction

Events is an odd portfolio — the other portfolios are associated with more clerical tasks, while the Events portfolio carries the connotation of party planning and excitement. This divide is certainly felt in some respects: it is this portfolio's job to organize the lineups for the music shows at campus kickoff and run parties, markets, and variety shows throughout the year (sometimes a combination of all three), This being said, these events play an important role in building a student-centric community on campus and helping students navigate what can be a lonely time in their life.

But that is not the only thing events can do — a specific focus this year has been to create events that can better student life in a material sense; that is, providing services or good. Helping to meet the needs of students, and make life easier for them. Clothing Swaps are classic examples — keep clothes out of the landfill, students get some clothes they need for free, and whatever's left over gets donated to a free store. But one major piece I've been focussing on lately has been food security. I'm hoping to use events to provide a free meal as I did last year, as well as to help fundraise for the UVSS Food Bank and Free Store, which puts a far bigger dent in food insecurity than a single UVSS event ever could.

Events can also play a key role in helping other leads accomplish their goals, and collaborating with other leads is an integral part of using my portfolio effectively. Campaigns often use events to help build momentum toward a certain goal. Outreach benefits greatly from the community that events can build, or the excitement of a show. Events can provide an important community space to international students, and Clubs and advocacy groups can be important community collaborators in making events. Working with these groups can create something well beyond what either of us may be able to pull off alone. Specifically, with the approaching BC Provincial Election and the new UVSS Halloween Harm Reduction Project in October 2024. For example, my goal for the BC Provincial Election is to create advocacy training that will help us build an active base of volunteers to draw for work. This is especially relevant for centering on activating students as voters in the upcoming provincial election. While I will be assuming a support role in both events, I will be doing my best to assist with logistics, advertising, and any other areas that I can provide insight into. This is only one example of the plans I have been discussing with my fellow leads. While other portfolios work to define their priorities for the year, I eagerly await the opportunity to help them accomplish the goals they have outlined in this document.

Section 2: Primary Goals & Context

Goal #1: Support Affordability and Food Security on Campus

The UVSS Food Bank and Free Store (FBFS) is an incredibly important service that provides hundreds of students weekly with free food. Contextualized within the current cost of living crisis, demand for this service has exceeded what the UVSS can fund. Although this is not an entirely new concern, for the past few years we have been able to supplement the FBFS operating costs with funds allocated during COVID-19. The need for fundraising is clear, and this year I'd like to explore how I can better support the FBFS within my portfolio and through the creation of additional partnerships with UVic.

I also want to continue the monthly hot lunches I began during my last term as events lead. While this cannot measure up to the work of the FBFS in terms of numbers, our free meals still help to put a small dent in the affordability crisis, as well as to raise awareness of the other food security programs that the UVSS provides.

Goal #2: Build Community Amongst Students

Coming to University, especially from outside the city, can be an isolating experience. Part of the role of events is to help students find connections within their communities, and facilitate a larger community space to help expand their social circles. Whether events are aimed at supporting specific communities, or the student body at large, they can help students find a place they feel safe and accepted, or even just have a good time.

Campus Kickoff is the biggest series of events the UVSS runs in the school year. Last year, Movie in the Quad had a thousand attendees, pancake breakfast served over 800 students, and we saw a noticeable increase in our social media following. This year, I'm hoping to experiment with venues for our music events to increase that even more. In September, with CKO my overarching goals are to welcome new students and returning students, facilitating a sense of community amongst all students on campus.

Another aspect of my portfolio is FUN. When events are fun, they provide the ideal environment for students to build community and create connections on campus. One of the events I will be repeating this year is the Halloween Costume Contest. The costume contest brings students together into Felicita's to showcase their creativity and is a great way to build a shared sense of community in UVic students. Another event I'm hoping to contribute to as I did last year is Sexpo! Sexpo is a GEM-run event that supports safe and healthy exploration of sexuality, as well as celebrating the sexuality + gender diverse communities on campus. I was involved in a supporting capacity in 2024, and I would be more than happy to help out with it again this year. If Fel's has space during the year, it would be wonderful to host one or two more party nights.

Goal #3: Use Events to provide Services that Enhance Student Life

Events have the opportunity to provide necessary and useful services to students. These help to make campus life a better experience for everyone. I am planning to center this goal on providing resources and meeting students' needs during the current affordability crisis. Providing these services through the Events Portfolio is a key part of engaging with the campus community.

Several events support this goal. Hot lunches bring in students and create an opportunity to spread awareness of food insecurity on campus. It also works in tandem to raise awareness of the UVSS FBFS, which can provide further support for students. Additionally, clothing swaps are a great way to ensure that the clothes are recirculated for free, rather than going to a thrift store or a landfill. Relatedly, running a donation drive on campus helps make the move-out process easier for students, and to ensure that less of their unwanted items end up in the landfill. All three of these avenues that the Events portfolio will be pursuing help provide essential services to students.

Section 3: Portfolio Plan

Goal	Target Audience	Strategies	Tactics	Measurables	Timeline
Support Affordability and Food Security on Campus		Semesterly Clothing Swaps	<ol style="list-style-type: none"> 1. Book space 2. Collect and manage donations 3. Advertise the events 4. Coordinate with volunteers 	Number of donations received Number of tables filled with clothes	November 2024 and March 2025
	Food Bank users	Use Events to raise funds for UVSS Food Bank/Free Store	<ol style="list-style-type: none"> 1. Add donation boxes and square readers to UVSS events 2. Implement and execute fundraising events with UVic and other campus partners 	\$1,500 raised semesterly	Ongoing through 2024-2025
	UVic students needing affordable food options.	Organize and run monthly Hot Lunches	<ol style="list-style-type: none"> 1. Book Vertigo 2. Establish consistent monthly time 3. Coordinate volunteers and outreach 4. Coordinate tabling goals 	Number of meals served. Frequency and consistency of event execution.	
Build Community Amongst Students		Run Campus Kickoff	<ol style="list-style-type: none"> 1. Bands on the Roof <ol style="list-style-type: none"> a. Book and organize space, equipment, and volunteers. b. Promote events through various channels and ensure adequate preparation. 	5% Social media engagement increase Consistent attendance at events in line with expected levels	September 2024

			2. Movie in the Quad <ol style="list-style-type: none"> Book space + equipment Coordinate popcorn w Cinecenta Accept food bank donations- later give them to staff at food bank 	1,000 attendees estimates in line with last year.	
			3. Pancake Breakfast <ol style="list-style-type: none"> Coordinate graphics, outreach Coordinate tabling opportunities Get volunteers 	Serve 800 students.	
		Halloween Costume Contest	1. Coordinate w Fels, DJs and prizes	Full capacity at Felicitas	October 2024
		Run a Night Market in September	<ol style="list-style-type: none"> Book outdoor space Coordinate tables/tents with SUB Coordinate vendors (15-20, depending on space and interest) Bring on a couple bands to play during the show Coordinate food bank donations opportunities 	20 vendors/tabling	September 2024
	Gender minoritized students and Gem membership	Collaborate with GEM coordinator and assist with event planning and execution of SEXPO	<ol style="list-style-type: none"> Market- coordinate sellers, via socials call out for sellers Art show- set up committee of curators Assist with nightlife and running panels with catering- labour, table capacity, equipment, spaces, food 	Feedback forms Attendance numbers	March 2025
International students at UVic	Collaborate with ISR to run a Global Village	<ol style="list-style-type: none"> Coordinate with potential collaborators (SOCC, Global Community) Run a tabling fair/market/art show out of the Michelle Pujol Room on Feb 7th Run a variety show/dance night in Vertigo on Feb 7th 	150 attendees	October 2025	
	Other events in Felicitas	1. Coordinate with Fel's manager, performers, tech, and prizes as needed	Full capacity at Felicitas	Begin planning	

			2. Advertisement		2+ months before
Use Events to provide Services that Enhance Student Life		Reading Break Shuttle Busses to Swartz Bay	<ol style="list-style-type: none"> 1. Book Shuttle Bus 2. Advertise + sell tickets 3. Coordinate volunteers, trained in showpass 	Sell out seating	November 2024 + February 2025
		End of year Donation Station at in collaboration with UVic	<ol style="list-style-type: none"> 1. Coordinate with UVic organizations 2. Ensure that community orgs (ReStore, Big Brothers and Sisters) have buy-in 3. Coordinate advertising, including ideally an instagram takeover 	20 tables of donations as compared to 14 last year.	April 2025

Campaigns & Community Relations

Isabelle Easton (she/her) - Director of Campaigns and Community Relations

Aidan Dias (he/him) - Director-at-Large - Campaigns and Community Relations

Cale Goldsand (he/him) - Director-at-Large - Campaigns and Community Relations

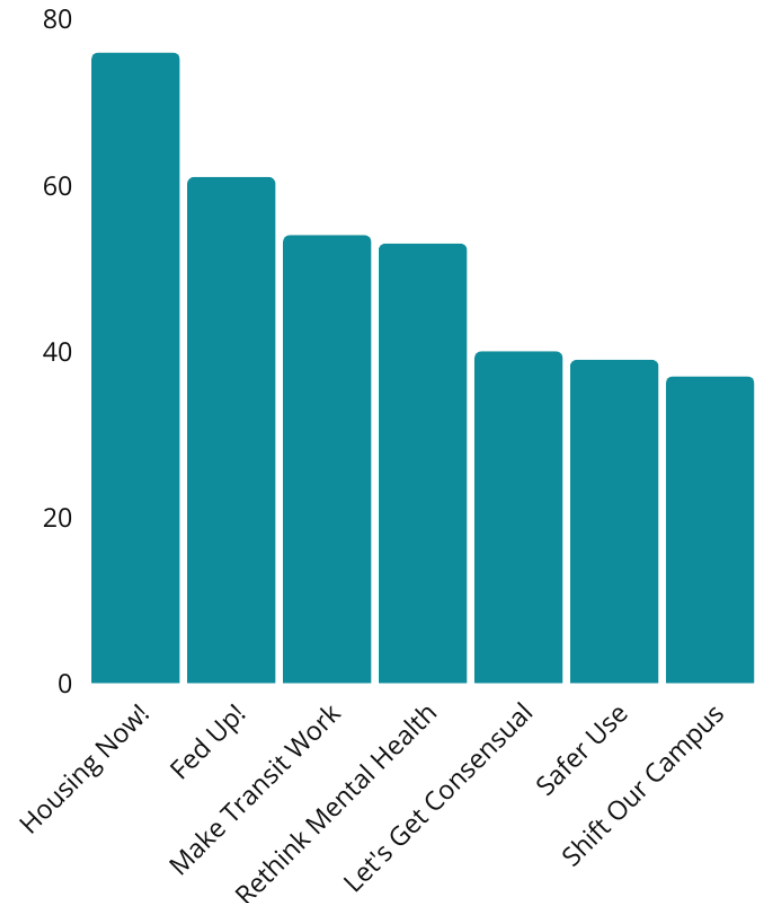
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Section 1: Portfolio Introduction

The Director of Campaigns & Community Relations leads initiatives that champion social justice and students' rights by advocating for high-quality, accessible, and affordable services. Each campaign was created to address student issues both on and off campus, and the mission and vision of those campaigns can shift to reflect changes in student needs.

This portfolio coordinates impactful campaigns and manages media contacts, acting as the spokesperson for the UVSS as well as its campaigns. The Director is responsible for advocating student issues by communicating regularly with all levels of government and liaising with provincial and national student organizations. Representing the UVSS to external organizations, committees, and coalitions, the Director ensures that student's voices are heard and addressed.

The Campaigns Director aims to uplift all students, ensuring their voices are heard and their needs are met. By collaborating with campus and community partners, they strive to create a dynamic, engaging, and supportive environment where every student can thrive and have fun; where students do not have to worry about being able to afford rent, food, or tuition; and where students can express themselves freely in their communities without fear of discrimination or violence.



⁶ AGS 24/25 Results: Which campaigns do you want to see more of? Students ranked Housing Now!, Fed Up!, and Make Transit Work as their top 3.

Current campaigns and their partners are outlined as follows:

- Safer Use (partnered with SUBSTANCE UVic and Student Wellness Centre)
- Housing Now! (partnered with Greater Victoria Acting Together) - previously Rent with Rights
- Let's Get Consensual (partnered with the Anti Violence Project)
- Fed Up (partnered with UVSS Food Bank and Free Store)
- Make Transit Work (partnered with Camosun Students' Society)
- Shift Our Campus
- ReThink Mental Health
- Time to Vote (partnered with UBC AMS, UBC SUO, UBC GSS and SFSS)

The Campaigns and Community Relations portfolio is unique in that it inherits campaigns that have been part of the UVSS for many years. Therefore, incoming directors must decide which campaigns will take priority in that year based on recent data, campus climate, and students' needs and interests. The director must make these difficult decisions since they will not have the time nor the capacity to single-handedly run each campaign.

Decisions regarding each campaign are made in consultation with the Campaigns Committee, where Directors at Large, other lead directors, advocacy representatives, and any UVic students are welcome to attend and contribute to the discussion. At committee, important issues are voted on. The campaigns director's annual plan allows for both planned and arising issues to be considered, which contribute to campaign goals and are organized and implemented by the director.

Section 2: Primary Goals & Context

Goal #1: Time to Vote

Run a cross-campus campaign to boost youth voter turnout and elect pro-vacancy control MLAs through strategic relationships, outreach, and education

The UVSS has previously run Get Out The Vote (GOTV) campaigns focused on voter engagement. We serve UVic students, and with this information, we acknowledge that the UVSS must use the opportunity that elections provide to educate student voters on the power of casting their ballot. Time to Vote is a GOTV-style campaign, but it is rooted in issues voting. Issues Voting describes when votes are cast based on political issues, rather than on parties, which allows the UVSS to remain non-partisan. In the 2024 provincial election, the UVSS asks students to vote for candidates who support vacancy control. The UVSS supports vacancy control in part of

its issues policy if it were enacted at a provincial level it would help maintain affordable housing stock and prevent high rent increases between tenants -- helping all students who currently live, or plan to live off campus. Encouraging students to vote and demonstrating how their vote can be powerful is an impactful way to create political momentum around an issue like vacancy control, while also increasing youth voter turnout.

Goal #2: Safer Use

Protect students from substance-related harms through harm reduction initiatives, naloxone training, and resource distribution, while considering and applying a substance use health approach.

After the B.C. provincial government declared a public health crisis from drug overdoses, the UVSS launched Safer Use, a campaign that aims to protect, educate, and aid students from the harmful effects of substances. Since 2017, the UVSS has been running naloxone training workshops that equip students with the skills to save someone experiencing an opioid overdose. The UVSS firmly believes in a British Columbia where people can receive the drugs they need safely and reliably, and where people who use drugs feel supported and safe. Safer Use aims to build this environment for UVic students in hopes that UVic can be ground zero for positive change across the province. We support harm reduction, which refers to any action aimed at minimizing substance-related harm related to health, social, and legal impacts where social justice, human rights, autonomy, respect, and compassion are prioritized over judgment and punishment. The UVSS will be taking steps to include the perspective of substance use health, which encourages students to build healthy relationships with substances and create lives that can include safe substance use.

Goal #3: Let's Get Consensual

Develop an actively anti-rape, anti-sexual violence campus culture while promoting sex positivity through better support for survivors, consent education, and dismantling rape culture.

Let's Get Consensual (LGC) targets and aims to dismantle the trend of rape culture on university campuses. In partnership with the Anti-Violence Project, the UVSS distributes safe sex supplies, safer sex education, and anti-sexual violence educational resources to students. The campaign targets "red zones," which are periods during active UVic sessions where sexualized violence is more common to occur, and provides extensive resources to the most vulnerable members of our community while aiming to educate potential perpetrators on anti-rape and anti-sexual violence practices. LGC has previously provided these resources through tabling efforts, during events at Sexualized Violence Awareness Week, social media posts, and information found on the UVSS website and Youtube page. The UVSS promotes sex positivity through LGC and provides support for survivors, consent education, and access to safe sex supplies.

Goal #4: Housing Now!

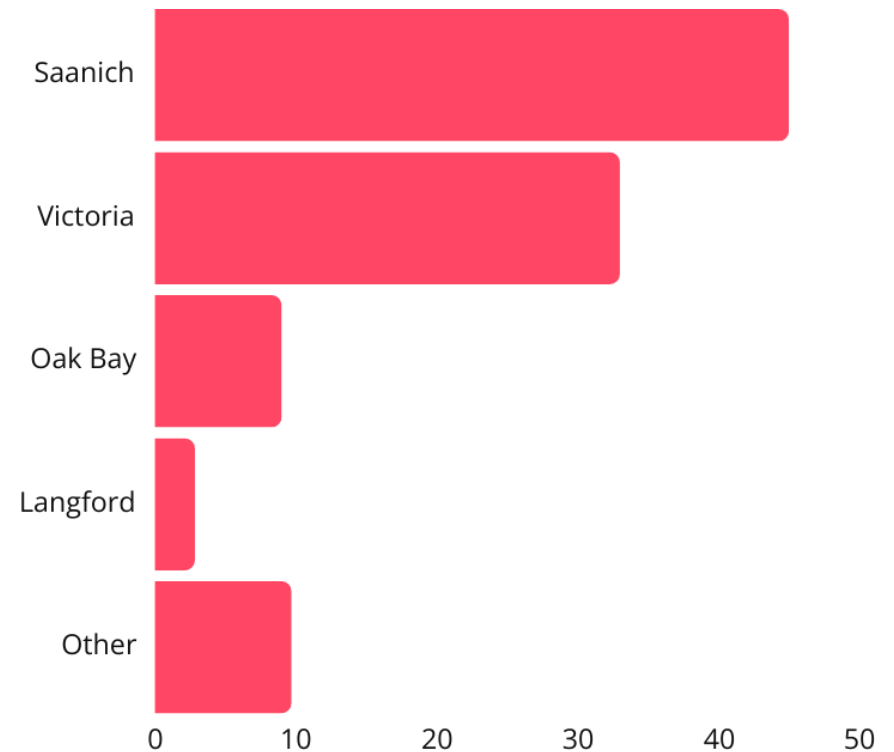
Ensure housing accessibility and affordability for students by lobbying for vacancy control, developing low-cost university housing, and emphasizing the intersectionality between housing, mental health, food insecurity, and education.⁷

Rental prices are on the rise, the housing market is unstable and all levels of government have not prioritized student housing issues for years. Housing Now! is a UVSS campaign that seeks to address the affordable housing crisis in British Columbia caused by these factors and advocates for affordable housing policy and developments while educating students on their rights as renters. The campaign was previously called, “Rent with Rights,” and focused largely on educating student renters on what their landlords were, and were not allowed to do. However, in light of students’ inability to afford housing, the campaign shifted to accommodate the need for housing affordability advocacy and took on the name Housing Now! The UVSS advocates for students by providing education, lobbying both municipal and provincial governments, and grassroots organizing to apply pressure to decision-makers both at UVic and within the Provincial government.

Goal #5: Fed Up

Reduce overall food insecurity by expanding food bank and hot lunch services, increasing culturally inclusive food options, destigmatizing food insecurity through anti-stigma outreach, and integrating food services into UVic programming and education.

Groceries are more expensive than ever and the price of living seems to be on a steady incline. Fed Up seeks to aid students experiencing food insecurity and build programs that help students access affordable food options. By partnering with local businesses and community organizations, the campaign aims to expand the resources available to students, while also expanding the capacity of the UVSS’s



⁷ AGS 24/25 Results: What municipality do you live in?

Food Bank And Free Store that supports many students at UVic. Fed Up is dedicated to raising awareness about the issue of food insecurity and advocating for systemic changes to ensure long-term solutions for students in need.

Goal #6: #Access4All

Ensure Equitable Access to Education Through Hybrid Learning Models.

Reverting solely to in-person classes after the peak of the COVID-19 pandemic disproportionately impacted disabled, mature, immunocompromised students, and those with dependents or financial constraints. Despite ongoing challenges, UVic does not ensure equitable access to higher education. #Access4All was started by disabled students in partnership with the Society for Students with a Disability at UVic during the spring term of 2021. It advocates for hybrid access to course materials, lectures, tutorials, labs, and class resources at UVic. By supporting both in-person and online learning, and emphasizing the need for hybrid methods, the UVSS strives to provide equitable education for all students. #Access4All demands accessible learning options for all students at UVic.

Section 3: Portfolio Plan

Goal	Target Audience	Strategies	Tactics	Measurables	Timeline
Time to Vote Run a cross-campus campaign to boost youth voter turnout and elect pro-vacancy control MLAs through strategic relationships, outreach, and education.	Student/ Youth Voters	Run a cross campus voting campaign	1. Build Relationship with BC 3	Establish a regular BC 3 meeting time	July 2024
			1. Create a Voting webpage that links to partner sites describing MLA's positions 2. Submit Graphics Work Order 3. Distribute graphics package to BC 3	Launch Live website Complete Work order	September 2024 June 2024
		Increase youth voter turnout	1. Increase on-campus outreach <ul style="list-style-type: none"> a. Create a postering / tabling campaign b. Create handbills and a tabling schedule 		September through October 2024

			<ol style="list-style-type: none"> 1. Create easier access to voting <ol style="list-style-type: none"> a. Add a “How to vote” section on website b. Host On-Campus polling stations (and complete outreach for this) 	Attract 100 students	
			<ol style="list-style-type: none"> 1. Inform Students on why voting is important 	Viewership of 1,000 Produce 6 educational reels/posts	
		Elect MLAs that support Vacancy Control	<ol style="list-style-type: none"> 1. Run a voting pledge/photo petition <ol style="list-style-type: none"> a. Complete a comms and outreach plan including tabling, social media and materials 	Collect 1,000 signatures 75% of signatures include photos	September through October 2024
		Educate student voters	<ol style="list-style-type: none"> 1. Create educational resources for students to easily access via website and social media 2. Run an all candidates debates 3. Table twice weekly during this period 	Create 7 posts/reels - one per week Update website copy twice a week. Attract 150 Attendees Achieve Media coverage across 4 outlets Train 6 DaLs and establish a tabling schedule	
Safer Use Protect students from substance-related harms through harm reduction initiatives, naloxone training, and resource distribution,	UVic Students, those who use drugs, and those who have friends who use drugs.	Protect students from substance-related harms Increase Awareness of Harm Reduction Initiatives	<ol style="list-style-type: none"> 1. Continue monthly naloxone trainings 2. Increase frequency of in-person and virtual trainings 3. Create Resource Map for on-campus harm-reduction supplies locations 	Provide 20 naloxone training workshops Train 10% of membership Publish map on the website	Publish resource map by October 28

while considering and applying a substance use health approach.		Increase effectiveness of on-campus outreach and HR initiatives	<ol style="list-style-type: none"> 1. Install naloxone boxes on-campus 2. Run an on-campus drug-checking pilot 3. Establish Harm reduction closet as kit “refill” station 4. Run a Harm reduction tabling fair - October 2024 <ol style="list-style-type: none"> a. Naloxone Training on-site b. Substance checking (SUBSTANCE UVIC) c. Substance free party event 5. Update Safer USE webpage 	<p>Boxes installed in every residence building and in buildings across campus</p> <p>Engage 10 students</p> <p>Attract 120 participants</p> <p>Update information and create a more visually appealing and interactive site</p> <p>Add resources map</p>	October 2024 through January 2025
		Lobby for Publicly funded nasal naloxone	<ol style="list-style-type: none"> 1. Form partnerships with UVic and community orgs to pressure province 	Hold three lobbying meetings	End of November 2024
Let's Get Consensual Develop an actively anti-rape, anti-sexual violence campus culture while promoting sex positivity through better support for survivors, consent education, and dismantling rape culture.	<p>Students vulnerable to gender-based violence, including women and non-binary individuals.</p> <p>Educate potential perpetrators on anti-rape and anti-sexual violence practices.</p>	Improve UVic response to sexualized violence reports & supports available to students	<ol style="list-style-type: none"> 1. Include 11 minimum standards in EQHR SVPR policy 2. Educate Vikes community on consent 3. AVP run workshops 4. Focus on red zones and increase resources available during those periods 	<p>Fill out process review survey</p> <p>Train 25% Vikes Athletes</p> <p>Hire Good Night Out for red zones</p>	<p>June 2024</p> <p>High-risk period: first 2-3 weeks, Halloween, January, St. Patrick's Day, Thunderfest</p>

		Dismantle rape culture by increasing awareness on UVSS resources for survivors	<ol style="list-style-type: none"> 1. Complete outreach for events and educational workshops Including: <ol style="list-style-type: none"> a. SVAW b. AVP Passion With Permission Workshop c. Tabling work d. Social Media Education e. Update LGC webpage 	<p>Run 4 tabling sessions to market SVAW</p> <p>Train 40 people under AVP</p> <p>Attract 200 attendees to SVAW & afterparty</p> <p>Run 4 AVP workshops</p> <p>Train AVP and 5 DaLs to table for LGC</p> <p>Create six elements of consent reels</p> <p>Create 3 additional SVP reels/posts</p>	September through October 2024
<p>Housing Now Ensure housing accessibility and affordability for students by lobbying for vacancy control, developing low-cost university housing, and emphasizing the intersectionality between housing, mental health, food insecurity, and education.</p>	People living in the Greater Victoria Area.	Create available and affordable housing that falls within the 30% of income ratio for students	<ol style="list-style-type: none"> 1. Lobby for vacancy control <ol style="list-style-type: none"> a. Voting Campaign b. Rally 2. Low-cost university housing development <ol style="list-style-type: none"> a. Analyze and evaluate current UVic housing bids b. Investigate provincial funding c. Apply vacancy control to student housing 	<p>Run the voting campaign</p> <p>Have a housing rally in november</p> <p>Meet with UVic housing VP</p> <p>Discuss Post-Secondary Funding at Lobby-days</p> <p>Have regular meetings with UVic Housing admin</p>	September through November 2024

		Emphasize the intersectionality between mental health, food insecurity, housing and education	<ol style="list-style-type: none"> 1. Conduct Affordability survey <ol style="list-style-type: none"> a. Compile a report 2. Develop online content based on affordability intersectionality 3. Organize a renters rights workshop 	<p>Collect 500 responses</p> <p>2 social media posts and updated website information</p> <p>Attract 25 people</p>	<p>Winter 2025</p> <p>Report ready 1 month afterwards</p>
<p>Make Transit Work Build transit accessibility and affordability by reinstating Route 76 and lobbying for fare-free transit through strategic partnerships and community engagement.</p>	<p>Students who use public transit to travel.</p>	Return Route 76	<ol style="list-style-type: none"> 1. Consult with Camosun on VRTC seat 2. Pressure VRTC to reinstate route 3. Run a secondary petition 	<p>Set up regular meetings</p> <p>Present a cost-analysis request</p> <p>Collect 750 signatures</p>	<p>Summer 2024</p>
		Fare Free Transit	<ol style="list-style-type: none"> 1. Lobby VRTC 2. Create a network of community councils that support fare free transit 3. Apply pressure in large numbers - Agitate, Educate, Organize 4. Lobby Provincial Government 	<p>Develop relationships with saanich and victoria city councils</p> <p>Establish a letter writing campaign and send 200 letters to VRTC/province</p> <p>Submit funding requests and proposal to ministries of transportation and finance</p>	<p>March 2025</p>
<p>Fed Up Reduce overall food insecurity by expanding food bank and hot lunch services, increasing culturally inclusive food options, destigmatizing food insecurity through anti-stigma outreach,</p>	<p>Students who may be experiencing, or may know someone who is experiencing food insecurity.</p>	Increase capacity of FBFS	<ol style="list-style-type: none"> 1. Evaluate fees across student populations 2. Explore sponsorship opportunities 3. Lobby province for food security programs on campuses 4. Continue to provide monthly Hot Lunches with Event Portfolio 	<p>Get GSS to run Referendum</p> <p>Connect with 3 legitimate sponsors by Jan 1</p> <p>Secure \$5000 in sponsored funding by April 30</p> <p>Bring up at lobby days</p> <p>Table for Fed Up at these events - engage 50 students monthly</p>	<p>November 2024 through April 2025</p> <p>Consistent monthly tabling</p>

and integrating food services into UVic programming and education.		Expand FBFS Services	<ol style="list-style-type: none"> 1. Increase the variety and quantity of food items available 2. Increase volunteer engagement at FBFS 	<p>Secure 5 more culturally inclusive food options - work with SOCC, Pride, ISR</p> <p>Complete a comms/outreach plan</p> <p>Add a volunteer tab to Fed Up Website</p>	<p>March 2025</p> <p>September 2024</p>
		Increase awareness and educate campus	<ol style="list-style-type: none"> 1. Define Food insecurity and raise awareness on the definition 2. Social media + outreach campaigning <ol style="list-style-type: none"> a. Martlet/CFUV on Food insecurity b. Tabling 	<p>Publish 4 social media posts</p> <p>Approach Martlet/CFUV</p> <p>Table twice monthly in semester 2</p>	End of 2024 through Winter 2025
		Integrate Food Services into UVic programing	<ol style="list-style-type: none"> 1. Lobby UVic to contribute to FBFS Funding 2. Ensure resources are available at CKO, NSW, Move-In 3. Advertising via UVic media 	<p>Add to Nov-Dec operational agenda</p> <p>Train 2 DaLs to table for Fed Up</p> <p>UVic boosts 2 Food Bank and Free Store/Fed Up posts</p>	First week of December 2024 and April 2025
Access 4 All Ensure Equitable Access to Education Through Hybrid Learning Models	Students who benefit from hybrid education, especially disabled, mature, immunocompromised students, and those with dependents/ financial constraints.	Support SSD Utilize position on SCLT to promote hybrid learning models	<ol style="list-style-type: none"> 1. Attend A4A meetings 2. Write guidelines for hybrid education for profs 	Present to SCLT	Fall 2024

Student Affairs

Hemal Sharma (he/him) - **Director of Student Affairs**

Audreu Gaulin (she/her) - **Director-at-Large - Student Affairs**

Elena Richardson (she/her) - **Director-at-Large - Student Affairs**

Section 1: Portfolio Introduction

The Student Affairs portfolio acts as a key liaison between the UVSS Board of Directors and various student groups on campus; including advocacy groups, clubs, and course unions. In this role, the Director of Student Affairs supports these groups by meeting with them regularly, addressing their concerns, and reviewing UVSS policies that affect them. Additionally, they act as the chair for the Advocacy Relations Committee (ARC) as well as Clubs Council, and Course Union Council. Fundamentally, this role also involves organizing events and initiatives to foster student engagement and ensuring that the needs and voices of student groups are represented and addressed within the UVSS.

Section 2: Primary Goals & Context

Goal #1: Make Clubs More Visible and Accessible to New Students at UVic

Clubs are a key way in which communities are built on campus, as are other student groups such as Course Unions. New students often face challenges in discovering and accessing these groups. These challenges, particularly in areas such as visibility and outreach, can be addressed through targeted improvements to our online presence regarding student groups. Additionally, this can be addressed through existing frameworks for spreading awareness about student groups, such as CCU days and CKO, by providing easier access to information and streamlined engagement processes.

Goal #2: Make Clubs a Bigger Part of the UVSS Identity

One of our main goals is to make sure clubs feel like an integral part of the UVSS community, fostering a sense of belonging and teamwork. Clubs and Course Unions are essential to campus life, so building strong relationships between these groups and the UVSS is crucial. We plan to have regular check-ins, set aside office hours and hold meetings outside of the usual ratification times to keep the lines of communication open. Feedback from the clubs is also vital for implementing changes that the UVic community wishes to see. By listening to clubs and making meaningful changes, we hope to create a more connected and vibrant student community, thereby improving the overall student experience at UVic. For this goal, success is defined as implementing changes and seeing those changes have the desired effects of community-building

Goal #3: Review and Edit Various Student Affairs Processes

The student affairs role is very admin-heavy. By talking to other student societies and learning about their processes, we can gather insights for making improvements. We'll research similar roles in BC student societies to understand their structure, support systems, and funding, which will help us develop a proposal for policy and bylaw changes. By continuing to build on previous efforts, especially the ongoing digitization efforts, this role can be more efficient. A definition of success is broad, but ideally, this process will help us figure out which processes need change or adjustment and we can implement those changes

Section 3: Portfolio Plan

Goal	Target Audience	Strategies	Tactics	Measurables	Timeline
<p>Make Clubs More Visible and Accessible to New Students at Uvic</p>	<p>Clubs and their members, new students, UVic</p>	<p>Improve our online presence by creating a landing page for all clubs</p> <p>Increasing clubs' visibility</p>	<ol style="list-style-type: none"> 1. Improve the Clubs & Course Union website <ol style="list-style-type: none"> a. Create a centralized location for club and course union information b. Research possibilities for WordPress c. Research club lists in other universities 2. Roll-out a social media campaign <ol style="list-style-type: none"> a. Develop a spotlight series for club events b. Consult with communications and graphics teams on capacity. 3. Improve CCU Newsletter <ol style="list-style-type: none"> a. Spotlight 5 clubs a month with monthly themes 4. Host CCU Days <ol style="list-style-type: none"> a. Feature over 100 clubs for students to join 5. Outreach opportunities <ol style="list-style-type: none"> a. Tabling at UVSS events such as CKO, CCU b. Create pamphlets with an overview of clubs and a QR code linking to the UVSS website c. Speak with clubs regarding how they would like to be advertised 	<p>Increased website traffic and engagement metrics.</p> <p>Student feedback indicating ease of finding club information.</p> <p>Positive club responses and participation in events.</p> <p>Completion of a report detailing consultation and research.</p>	<p>Research Completion: End of summer (August 2024).</p> <p>Consultations with Comms/Design: July/August 2024.</p> <p>Implementation: Fall/Spring (October-March 2025).</p>
<p>Make Clubs a bigger part of the UVSS identity</p>	<p>Clubs, UVSS</p>	<p>Regular Check-ins</p> <p>Strengthen relationship between the UVSS and CCUs</p> <p>Facilitate inter-club relationship building</p>	<ol style="list-style-type: none"> 1. Consultation and Feedback: <ol style="list-style-type: none"> a. Run focus groups or surveys to gather feedback. b. Make a report on feedback and desired changes c. Confirm policy changes/workflow/communication changes through their own means d. Meet with other student societies and their clubs 2. Regular check-ins with Clubs <ol style="list-style-type: none"> a. Schedule office hours 	<p>Measure club receptiveness and track numbers on surveys/conversations</p> <p>Engage at least half of active clubs</p>	<p>Consultations: Summer/Fall (August/October 2024)</p> <p>Recommendations: Early Spring (March 2025)</p>

			<ul style="list-style-type: none"> b. Schedule meetings outside ratification times c. Host socials in the UVSS Clubs and Course Union Lounge. <p>3. Connect clubs with each other through newsletters and events.</p>		
Review the Student Affairs Role	Internal, UVSS/Board/Leads	<p>Study similar roles in BC student societies.</p> <p>Develop and pass a proposal through the appropriate channels.</p>	<ul style="list-style-type: none"> 1. Draft policy and bylaw changes <ul style="list-style-type: none"> a. Present to Policy Development (PD) Committee b. Pass at a BoD Meeting c. Pass at an AGM/SAGM. 2. Research systems across student unions <ul style="list-style-type: none"> a. Consult with clubs and other universities 	<p>Researched at least ½ of the student affair-type roles in BC student societies</p> <p>Proposal drafted and presented to PD.</p> <p>Proposal approval and presentation to Board.</p>	<p>Research Completion: End of summer</p> <p>Proposal Submission: Mid-Fall</p> <p>Recommended Changes Ready: Spring and/or SAGM</p>
	Clubs, CUs, ARC, UVSS	<p>Review and Edit Various Student Affairs Processes</p> <p>Consultation and research</p> <p>Build on previous work and implement changes based on feedback from other student societies</p> <p>Implement changes</p>	<ul style="list-style-type: none"> 1. Complete a process analysis: <ul style="list-style-type: none"> a. Identify specific processes and their problems. b. Research student societies' processes. 	<p>Response rates and quality of feedback.</p> <p>Completion of a research report.</p> <p>Successful implementation of changes.</p>	<p>Research and Consultation: Summer/Fall.</p> <p>Findings Report: Before Spring AGM and presented there.</p>

International Student Relations

Harshita Sankar (she/her) - **Director of International Student Relations**

Yee Fan Anastasia Crook (she/her) - **Director-at-Large - International Student Relations**

Section 1: Portfolio Introduction

Within the International Student Relations (ISR) Portfolio, my goal is to enhance relations with fellow international students at UVic and address their needs through various services, information dissemination, events, and more. The Director of International Student Relations (DISR) role involves collaborating with on-campus partners for events, representing the voices of international students to larger organizations, and promoting UVSS and on-campus services that best assist international students. Through my meetings with UVSS and UVic stakeholders—such as the other UVSS BoD members, advocacy groups, and UVic campus partners - the DISR ensures that every event, policy, strategy, or idea is considered from the perspective of international students. It is essential to remind stakeholders that whenever they implement new initiatives, they must consider the perspectives of the entire student body, especially marginalized and vulnerable groups such as international students. This means prioritizing their well-being and finding ways for UVic and the UVSS to accommodate their needs effectively.

Section 2: Primary Goals & Context

Goal #1: Lobby Uvic Admin to Change UVic On-Campus Housing to Distance-Based Priority

International students face significant challenges when finding housing in Victoria. The current on-campus housing system does not accommodate students who are unfamiliar with the Canadian housing market, making them vulnerable to exploitation. International students coming into a new country with new systems, structures, and culture; often find it difficult to comprehend the housing market and are at higher risk of being the target of scams. Also, navigating a new environment while being unaware of the housing market is not only scary but also stressful mentally.

Adopting a distance-based housing model for allocating on-campus housing makes sure that UVic Administration prioritizes students who live farther away from Victoria. This can help ease the mental distress and help newcomers settle down in Victoria, especially international students.

Goal #2: Make the UVSS International Student Relations Page the Main Guide for International Students

UVic has created numerous websites aimed at providing resources for international students moving to Victoria. However, it can be challenging to search, bookmark, and navigate through so many websites, especially for international students who are unsure where

to start. Additionally, while UVic and the City of Victoria offer many services and resources, they often lack effective advertising and visibility. There is a need for a central location that provides a comprehensive list of resources encompassing all things related to UVic, UVSS, and the city of Victoria.

The current International Student Relations (ISR) page is underutilized and lacks comprehensive, up-to-date information. Thus, a more robust ISR page can serve as the main resource guide for international students newly moving to Victoria and also those who have lived in Victoria for a while.

Goal #3: Increase International Student Engagement

Engagement from international students with the UVSS is currently lacking, which poses a significant challenge. The UVSS, including the International Student Relations (ISR) portfolio, should aim to support the entire student body, with particular attention to the unique needs of international students. Their active participation is crucial not only for their integration and success but also for the enrichment of the entire campus community.

International students bring diverse perspectives and cultures that can significantly enhance UVic. However, without adequate engagement and support, these students may struggle to find their place, leading to feelings of isolation and disconnect. Therefore, the UVSS and the ISR portfolio must actively create opportunities that foster involvement and inclusivity. Implementing targeted initiatives such as cultural events, workshops on navigating life in Victoria, and forums for international students to voice their concerns and suggestions, along with providing clear, accessible information about available resources, can empower international students to participate more fully in campus life. By enhancing engagement, we can create a more supportive and connected community for international students, ensuring they have the tools and opportunities they need to thrive at UVic, ultimately contributing to a richer, more diverse, and inclusive university environment.

Section 3: Portfolio Plan

Goal	Target Audience	Strategies	Tactics	Measurables	Timeline
Lobby Uvic Admin to Change Uvic On-Campus Housing to Distance-Based Priority	Uvic international students Uvic Housing Department	Advocate for Housing Policy Change to Uvic	<ol style="list-style-type: none"> 1. Create a well-researched proposal outlining the benefits of a distance-based prioritization system with UVSS Communications. <ul style="list-style-type: none"> ○ Collect anonymous data and testimonials from international students who have struggled with housing using SurveyMonkey. ○ Talk to the Director of Campaigns regarding campaigning for Uvic to provide more transparency regarding the housing lottery system and changing the prioritization. 2. Develop an outreach plan to gain signatures and support through online and office avenues <ul style="list-style-type: none"> ○ Collaborate with the Director of Campaigns to draft a petition supporting the proposal. ○ Work with the communications and graphics departments to create content for social media and print materials to raise awareness. ○ Tabling - Volunteer callout to engage with international students around campus 	Collect 2,000 signatures for the petition.	Complete proposal by April 2025
		Engage with relevant stakeholders to push for policy change	<ol style="list-style-type: none"> 1. Schedule meetings with the Uvic Housing Department to present the proposal and petition 2. Engage with the Director of Campaigns during the proposal meetings with Uvic 3. Prepare and deliver presentations to key decision-makers within the university administration 		May 2024 onwards
Make the UVSS International Student Relations Page the Main Guide for International Students	Uvic International Students	Enhance the content and usability of the ISR page	<ol style="list-style-type: none"> 1. Create a resource list <ol style="list-style-type: none"> a. Develop a central resource list for international students, including resources provided by Uvic and other off-campus resources not available on Uvic websites. b. Create detailed guides for housing, phone plans, electricity, and other essential services. 	Increased website traffic and engagement on the ISR page. Number of events listed on the international	Develop content and resources: Summer/Fall 2024. Regularly update the ISR page

			<ul style="list-style-type: none"> c. Develop FAQs regarding settling in Victoria, mental health support, campus partners, culture clubs, extracurriculars, etc. <ol style="list-style-type: none"> 2. Add an international events calendar <ul style="list-style-type: none"> a. Include events from culture clubs, campus partners, etc. that are related to the international/BIPOC community b. Reach out to culture clubs and campus partners 3. Regularly update the ISR page with new events content and resources <ul style="list-style-type: none"> a. Create a work order to add content and calendar to the ISR page 	events calendar.	with new content: Ongoing from Fall 2024.
		Promote the ISR page to increase awareness and usage	<ol style="list-style-type: none"> 1. Use social media platforms to share updates and resources available on the ISR page <ul style="list-style-type: none"> a. Work with communications and graphics to design print materials and develop an outreach plan 2. Distribute handbills and posters around campus to inform students about the ISR page 3. Include information about the ISR page in orientation materials for new international students 	Social media engagement metrics (likes, shares, comments).	
Increase International Student Engagement	International students BIPOC community	<p>Enhance communication channels to connect with international students</p> <p>Partner with cultural clubs and advocacy groups to co-host events</p> <p>Collaborate with Events Portfolio</p>	<ol style="list-style-type: none"> 1. Use social media platforms to share updates, resources, and event information. 2. Establish an ISR Community Hub on a suitable platform (e.g., a forum or group chat) for international students to interact and support each other 3. Promote the ISR Committee using social media 4. Plan and host events such as Global Village and Talent Show/Afrobeats Night w/ Director of Events 5. Host mini events such as BIPOC night at Felicita's 6. Collaborate with cultural clubs and campus partners (e.g., Global Community, Students of Colour Collective) to support their events 	<p>10% increase in international student engagement in events and committee (all UVSS-related activities)</p> <p>Number of events in 2024-25 year compared to 2023-2024.</p>	Ongoing throughout the 2024-25 year

Conclusion

Strategic plans are guided by an organization's mission, vision, and values, which remain consistent. The 2024-2025 UVSS strategic plan encompasses unique annual priorities and initiatives that are set by this year's Board of Directors.

Effective student governance is central to our mission, which includes ensuring the UVSS is governed by and for students. This year, the Board has identified a broad spectrum of priorities. However, achieving these goals hinges on active student participation at every level of our decision-making process.

The Board aims to preserve and enhance student involvement to amplify the impact of our work. The Strategic Plan underscores each portfolio lead's commitment to engaging all students. Collaboration amongst a vast network of stakeholders is crucial for the UVSS to achieve its objectives and execute its plan effectively.

As per the Board of Directors Policy, the Director of Finance and Operations, alongside the Executive Director, is responsible for developing progress reports for both lead directors and the UVSS Board of Directors. The Strategic Plan serves as a mechanism for our members to hold us accountable.

Progress reports are published in December, and a comprehensive summary of achievements will be included in the Annual Report at the end of the Board term. For questions, comments, or updates on our progress, please follow us on social media (@uvss) or contact the Director of Finance and Operations at finance@uvss.ca.