YEAR PLAN
PRESIDENT
Mary Koziol
2010-2011
INTRODUCTION

Dear reader,

As President, I am ultimately responsible and accountable to the membership of the MSU with respect to the day-to-day administration of the McMaster Students Union. As chief spokesperson for the MSU, I am also ultimately responsible for ensuring the MSU maintains a positive profile in representing its membership within the McMaster community and to local, provincial, and national governments. To that end, I work with the Vice-President (Education) on issues, initiatives, and campaigns of the Ontario Undergraduate Student Alliance (OUSA) as well as other forms of academic and external lobbying.

In addition, the Office of the President is responsible for setting the direction and priorities of the organization. By working in conjunction with committees, the SRA, the Executive Board, MSU full and part-time staff, the Board of Directors, McMaster University administration and staff, and other partners including the Ontario Undergraduate Student Alliance and the Canadian Alliance of Student Associations, I will seek to accomplish projects as laid out in my platform in order to advance the organization according to our strategic priorities.

When I originally constructed my platform, I had central themes that tied together the vision I wanted to bring to the MSU. This vision was largely derived from my experience being both an apathetic student and then, in my third and fourth year, an active participant in the organization. I don’t expect to see dramatic changes within my 1-year term, but I do expect to see small changes that instigate the beginnings of profound, transformative change. The pillars of my vision are strategy, communication and sustainability; and while these words may have lost some of their meaning through their superfluous use, I have constructed my year plan in a way to elucidate exactly what I believe strategy, communication and sustainability should mean for the MSU.

**Strategy** – In perusing year plans from previous years, it is evident that strategic and long-term planning is a goal often identified yet rarely carried out. This is largely due to the nature of the organization, and the difficulty that stems from developing long-term strategy in an organization in which the leadership has a yearly turn-over rate. However, the Board of Directors alongside the Executive Board has committed to working collaboratively to set and pursue a longer term vision for the organization.

**Communication** – Poor communication is a ubiquitous problem amongst Student Unions across Canada. Yet, in this challenge abounds many opportunities, particularly with the proliferation of social media. My communication goals include methods not only to improve communication between myself and the general student body, but also between myself (and by extension, the Board of Directors) and our part- and full-time staff, the Student Representative Assembly and the Executive Board. In strengthening these vital
channels of communication and practicing the use of clear, consistent messaging, information will be distributed to a larger percentage of the student body.

**Sustainability** – The notion of sustainability that I embrace is holistic. Thus, the MSU should strive not only for environmental sustainability but to pursue projects and goals that will have ongoing benefits for McMaster students. Given the transient nature of the organization, it is common for initiatives to be pursued without an eye to the long-term vision of the organization. All initiatives undertaken by Board of Directors, regardless of their term, should include a plan for how (if applicable) these initiatives will continue to benefit students after the duration of their term. Sustainability with regards to the environment is an ideal that should constantly be pursued, with constant consideration of how minimizing our use of resources can also reap financial benefits.

Without further ado, here is the overarching structure of the goals I have laid out for the year. If you have any questions, require further elaboration or are interested in contributing your efforts to one of these projects, please contact me.

Yours,

Mary Koziol
President
McMaster Students Union
[president@msu.mcmaster.ca](mailto:president@msu.mcmaster.ca)
(905) 525-9140 ext. 23885
### Goals

<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Professionalism</th>
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<tbody>
<tr>
<td>Description</td>
<td>Conduct is an important aspect of communication. Professionalism communicates a sense of competency and commitment. A goal of the Board of Directors for this year is to maintain a level of professionalism within the office at all times that is appropriate for a student environment:</td>
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| Benefits | - Adds a degree of legitimacy to the organization  
- Contributes to an atmosphere that is conducive to productivity for all staff members |
| Difficulties | - Balancing the office environment with a student-friendly space  
- Challenging past precedent |
| Long-term | Setting the precedent of expected behaviour is an important step for future Boards to pursue this goal with decreased difficulty |
| How | 1. Business casual dress code  
2. During work hours, office will be used as a work environment not as a social setting  
3. Students are always free to drop by, but will be encouraged to visit during designated office hours  
4. My office hours will be held Tuesdays from 2-4 pm (alongside the Board) and Fridays from 3-5 pm  
A large effort will be made to communicate with students in informal settings either during open-air office hours or outside of business hours (ex. Attending MSU events) |
| Partners | Board of Directors, Student Representative Assembly |

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<th>Objective 1</th>
<th>Communicate more effectively with students and staff</th>
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<td>Description</td>
<td>Online communication should be used regularly both to communicate with the student body at large as well as to communicate within the organization.</td>
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| Benefits | - Better opportunities for collaboration  
- More productive SRA and full time staff meetings  
- More awareness and engagement among student body  
- More chances for feedback from different parties |
| Difficulties | - Difficult to keep up over the course of the year, but it vitally important to establish as a habit |
| Long-term | - Use already existing communication channels to create a culture that relies on this sort of communication |
| How | Communication should include using Twitter for regular updates and |
links to relevant articles and blog posts, monthly blogs (or more often), conducting regular surveys on the MSU website to gather student feedback and providing a weekly recap of my schedule so that MSU members can see how my time is being spent. The MSU website should be the sole source of official MSU communication; however, use of other websites such as Facebook, Desire2Learn and MacInsiders should be used given that the links always lead back to a main article or blog post on the MSU website.

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<th>Objective 1</th>
<th>Establish sustainable eating as a pillar of the MSU’s environmentalism</th>
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<td>Description</td>
<td>Through a series of initiatives including the Farm Stand the taking the Eat Local pledge (10% of all food purchased/consumed) from Local Food Plus, the MSU will develop sustainable eating as an integral part of the organization. This will be accomplished through collaboration, education and events.</td>
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| Benefits | - Directly addresses an issue many students care about  
- Has significant long-term potential for the organization  
- Is unprecedented amongst student unions and could likely draw some media attention |
| Difficulties | - Ensuring food costs remain affordable for students  
- Working with many different partners with very unique business styles and agendas |
| Long-term | Work with MSU full-time staff (including John McGowan and Food & Beverages Manager) as well as other partners (such as the Office of Sustainability and Hospitality Services) to ensure that the plans are in place to ensure these initiatives continue to be carried out |
| How | 1. Introduce a Farm Stand to the McMaster campus. This will be in collaboration with the Department of Sustainability and managed by Hospitality Services, but run by students. The goals of this project are fourfold: provide a service to students in the form of affordable, healthy food; promote sustainable eating and raise awareness about the benefits of eating local foods; provide opportunities for student employment; and lastly, work collaboratively to establish a University-wide initiative that will be accessible to students, staff, faculty and the surrounding community.  
2. Develop a relationship between the MSU’s food services (Union Market and TwelvEighty) and Local Foods Plus to discuss the possibility of local suppliers.  
3. Introduce a community kitchen. The Community Kitchen would |
be run under the currently existing MSU service Bread Bin once a week (potential locations include St. Paul's church). The lunches would be free, made from "rescued" food that otherwise would be thrown away, donated from grocery stores, students and food redistribution programs and run by volunteers. It would promote inclusivity, environmental responsibility and healthy options. Could also be run in partnership with the Farm Stand.

| Partners | MSU President Mary Koziol, Jessica Thornton of Local Foods Plus (a third-party organization that creates partnerships between businesses and local farmers in a manner that ensures the needs of both parties are met), Kate Whalen of the Department of Sustainability, MSU Food & Beverages Manager, MSU Union Market Manager |
## Objective 1

**Description**

Redevelop the MSU website with the following goals:

1. Establish the website as a one-stop shop for all information related to a student’s experience at McMaster. This should include updated links and information about the MSU, the University and the community.
2. Engage students as active participants on the website.
3. The website should be a fluid project that constantly undergoes improvements and updates based on student feedback.
4. Control of the website will be decentralized and content regularly updated. Service and business managers will be responsible for keeping their sections updated and relevant, as outlined in our operating policies. Discipline for failing to comply with policy will be followed.
5. Establish the MSU website as a secure area with access restricted to the McMaster community through the integration of MacID.

**Benefits**

- Centralizes communication

**Difficulties**

- Tight deadlines
- Many agendas to balance
- Working with two 3rd party organizations
- Substantial costs

**Long-term**

A Website Strategy document is being completed in collaboration with two full-time staff members to ensure this project continues to benefit students after the duration of my term.

**How**

Brief outline of renovations:

1. Re-design and re-structuring of website to make a less text-heavy site with information that is more easy to locate
2. Development of MacsList
3. Integration of MacID
4. Development of myideas
5. Development of BlackBerry/iPhone app
6. Work with Clubs administrator to design Clubs Management system
7. Development of a consistent layout, design, colour scheme and fonts as will be outlined in MSU Visual Identity guide
8. Development of a regularly updated media section
9. Update all sections and re-write FAQ section
10. Frequently updated and enhanced events calendar

**Partners**

- MSU President Mary Koziol, Network Administrator Pauline Taggart,
<table>
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<th>Objective</th>
<th>MSU Vision Conference</th>
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<td><strong>Description</strong></td>
<td>A one-day engagement conference to educate and involve students with the MSU</td>
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| **Benefits** | - Increased awareness and investment in the organization amongst student body  
- Revitalization of passion for the MSU within staff and volunteers |
| **Difficulties** | - Difficulties in attracting students who are apathetic, not already engaged |
| **Long-term** | A one-time project |
| **How** | 1. Hire a coordinator for the conference as well as an executive  
2. Hold focus groups for various groups of students and MSU alumni  
3. Meet with potential partners on campus  
4. Seek out sponsorship from the Student Services Committee |
| **Partners** | MSU President Mary Koziol, the Vision Conference Coordinator and Executive Team (still to be hired), Student Life Development Coordinator Michael Wooder, Adam Kuhn and the Office for Community Service-Learning and Civic Engagement (OCSLCE), Residence Life, Vision focus groups which include various MSU members and MSU alumni |

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<th>Objective</th>
<th>Develop an MSU Visual Identity Guide</th>
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<td><strong>Description</strong></td>
<td>The Visual Identity guide will be developed and implemented using a multi-year plan in order to introduce cohesiveness to the organization and communicate the MSU’s core values.</td>
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| **Benefits** | - A consistent, clearly identifiable brand is an effective way for the MSU to raise awareness of what the MSU encompasses because many students are unaware of the breadth of services offered by the MSU such as COMPASS and the Union Market  
- Provides unity. The current lack of consistency with regards to brand within communications suggests a lack of unity. |
| **Difficulties** | - Many different services and businesses with vastly different logos, fonts and visual identities  
- Requires the coordination of a large number of individuals |
| **Long-term** | The success of this project will only be fully realized in the long term. Thus, this must be undertaken with the Student Life Development |
| How | - Work with Web & Visual Identity Designer and Student Life Development Coordinator to create a Visual Identity Guide  
|     | - Use a consultative approach with students and staff both within and outside of the organization |
| Partners | MSU President Mary Koziol, the Executive Board, Web & Visual Identity Designer, Gord Arbeau and Andrea Farquhar of McMaster’s Public Relations Department, Student Life Development Coordinator Michael Wooder |
List 5 things that you would like to have prepared for the beginning of September
1) Opening of the McMaster Farm Stand
2) Redevelopment of the MSU website, including authentication component of MacID
3) Hiring of Vision Conference Coordinator and executive team, tentative schedule, room bookings and confirmed speakers, promotional material prepared for Welcome Week
4) Installation of 10 new bike racks to the McMaster campus
5) Drafting of Operating Policy regarding website use and website updates

List 5 things you would like to have completed during the fall term (1st)
1) Authorization component of MacID completed
2) Execution of Vision Conference
3) Workshops for MSU staff and volunteers regarding website and Visual Identity
4) Have all MSU staff and volunteers providing regular updates and communications on the website, including media updates
5) Work with Services Commissioner to review the role of website use in various job descriptions, as well as with Business Manager and Vice-President (Administration) to ensure staff members are being held responsible for website use
6) Development of Visual Identity guide

List 5 things you would like to have completed during the winter term (2nd)
1) Drafting of Vision document
2) Revisit website overview document and re-evaluate long term goals and evaluate the decentralized nature of communications within the organization
3) Re-evaluate local food partnership and discuss next steps for strengthening our commitment

Please note that certain aspects of these lists are intentionally vague given that I am still in the early weeks of my term in office. These priorities will continue to be adapted and rearranged as the summer progresses. By the end of the summer, I intend to have a clear idea of what I need to accomplish during the school year on a month-by-month basis.