50TH STUDENT UNION
EXEC 2016-2017 STRATEGIC PLAN
50th Student Union Exec

Kenneth Sng - President
Sankalp Kapur - Vice President of Administration
Vikram Biswas - Vice President of Finance
Richard Wu - Vice President of Programming
Amelia Fong - Vice President of Public Relations

Opening Statement

This year marks the 50th anniversary of Student Union's founding, which is a timely moment for Student Union to re-think its purpose on campus. This strategic plan is to present the WashU community with our vision, mission, and objectives for the coming year. This document is a culmination of the conversations we have had with students about what they want to see from Student Union in the coming year.

It is our hope that this document marks the beginning -- not the end -- of an ongoing dialogue with students on ways for Student Union to better serve students.

Vision & Mission

For the coming year, our vision for Student Union is to serve and empower every undergraduate student to become leaders of tomorrow -- a force for change and improvement.

We hope to bring Student Union's focus back to serving and empowering students, so as to prepare them to become future leaders in their respective fields. To this end, we seek to foster a vibrant, inclusive community that allows students to pursue their interests and grow beyond the curriculum, by:

- Advocating for the needs of every undergraduate student

- Allocating the student activity fee to meaningful activities and initiatives by students and for students

- Programming activities that not only enhance the college experience, but also facilitate students’ growth and development
Objectives

After speaking to many students, we have come up with five relevant and tangible objectives we hope to achieve by the end of our term:

1. Creating a Student Union that is accessible and approachable to all students
2. Making advocacy accessible to the student body
3. Engaging consistently with students to increase public participation in decisionmaking
4. Creating interactive programming that encompasses social, community, and professional circles on and off campus
5. Fostering understanding and collaboration between Student Union and the student body

These objectives are not meant to be static. As we continue to engage students over the coming year, the objectives will transform and expand to better meet the needs and expectations of the student body. Each Student Union Exec will take one of these greater objectives and use it as the common goal for which all of their initiatives and projects will strive to achieve. Collectively, we hope to make all five objectives a reality.

In the following pages below, each Student Union Exec will detail their one objective and the projects and initiatives they intend to undertake to achieve the objective. We hope this document can help you as the student body to understand the nature of our job as your student government.
Kenneth Sng

- Junior from Singapore, double majoring in Economics and Mathematics, with a minor in Writing
- Previously served as Vice President of Finance, Speaker of the Treasury, and Budget Committee Chair
- Led major transparency efforts such as the release of the General Budget and the Budget Allocation Manual, re-integrated club sports funding under Budget Committee, and revamped Presidents and Treasurers’ Training
- Other on-campus involvements include: Resident Advisor for Apartments North (The Lofts), Delta Sigma Pi member, former WUSA for Beaumont 2, former President for Singapore Students’ Association, and former Treasurer for WU for Undergraduate Socioeconomic Diversity Club

OFFICE HOURS:
Tuesdays and Thursdays 10:00 - 11:30 AM and 2:30 - 5:30 PM
president@su.wustl.edu
Creating a Student Union that is accessible and approachable to all students

1) Host a bi-semesterly Student Union Town Hall, where officers from every branch of Student Union will propose projects, update students on their progress, and gather feedback before they proceed
   • This will serve as a platform for students to directly hold Student Union officers accountable to their projects and to keep them on their tasks

2) Create a culture of active engagement in Student Union, where every officer actively seeks out student groups and students on a regular basis to hear from students on an individual level
   • This will raise the level of comfort students have with Student Union, encouraging students with concerns to reach out directly to any officers

3) Embark on a Student Union-wide strategic review for every Student Union entity to evaluate their purpose on campus, the work they have done thus far, and what they intend to improve in their term
   • This will result in a Student Union Strategic Plan, which will students a clear picture of all the plan and initiatives by every Student Union entity -- not just Student Union Execs -- for the coming year

4) Energize Student Union’s advocacy efforts by undertaking and encouraging officers to get involved in high-impact projects that are concrete, relevant, and meaningful to every undergraduate student (i.e. Opportunity Fund, Mental Health Advocacy, and It’s On Us to Intervene 2.0)
   • This will help Student Union effectively prioritize its resources and focus on projects that most directly affects students
Sankalp Kapur

- Sophomore from Bombay, India. Studying Mathematics with minors in Applied Microeconomics and Philosophy
- Former Alternate Justice on Constitutional Council and Arts and Sciences Senator
- Worked on cases involving election reform with respect to both school councils and individual candidates

OFFICE HOURS:
Monday 2 - 5 PM, Wednesday 2 - 4 PM
administration@su.wustl.edu
Making advocacy accessible to the student body

1) Mental Health Advocacy
   • Work with relevant campus partners to raise awareness about mental health problems, especially de-stigmatizing mental health problems and encouraging and engaging open dialogue about the issue.
   • Create a campus wide project to educate and inform the student body in a manner that is coherent with current efforts on campus to raise awareness about mental health issues.

2) Channel to Streamline Advocacy Projects
   • Proactively seek advocacy projects from students and student groups and match them to senators to initiate projects and resolutions.
   • Create a system so that projects and resolutions are filtered through Senate.
   • Establish the pyramid of advocacy and provide organisational structure to the advocacy needs of students.

3) Create Senate training manual and train all senators to adapt to new, proactive nature of Senate.

Unified Application Process for Recruitment
   • Reform recruitment for Student Union by creating a unified application process for candidates. This will reduce the number of dates for application packets throughout the semester and so encourage participation from the student body. Additionally, it will increase internal efficiency and streamline recruitment efforts.
   • Recruitment & Retention Committee - Increase meeting frequency to weekly with specific aims to increase voter turnout to 50% by Spring Election 2017.
Vikram Biswas

- Junior from St. Louis, Missouri double-majoring in Finance and Economics & Strategy and minoring in Psychology
- Previously served 4 semesters on Treasury and Budget Committee and as Budget Committee Chair and Speaker of the Treasury

OFFICE HOURS:
Monday 12-1 PM, Tuesday 4-6 PM, and Friday 12-2 PM
finance@su.wustl.edu
Engaging consistently with students to increase public participation in decisionmaking

1) Finance Fridays
These weekly allocation recaps will detail which appeals were funded by Treasury and the VP of Finance and walk through the rationale behind the decisions that were made. In the weeks leading up to the Carry-Forward and General Budget, we will focus the sessions on those events to allow for more proactive face-to-face engagement with the student body.

2) Extend the term of Budget Committee until after allocations
Currently, one of the biggest problems of Budget Committee is that after allocations are over, the engagement between BAT leaders and student groups ends. I plan to extend the term of BAT leaders until after allocations so that student groups can continue to engage with their BAT leaders and understand their budgets and why they were funded for certain things and not others. This would hold BAT leaders to a higher degree of accountability in their decision making and foster a deeper understanding and appreciation of the missions of the groups they are allocating.

3) Increase the transparency of the Carry Forward allocation
The carry forward is the unused money from the previous year that is “carried over” into our budget for the current year. In recent years, the money in this account has been upwards of $250,000. Typically, most of the appeals for this money come from university departments. I want to work with students to publicize the carry forward allocation process and have the student voice drive which initiatives and projects are funded and would increase the student experience at Wash U.

4) Increase the Advocacy Fund from $10,000 → $15,000
I would like to work with other exec members to devise a way for us to create consistent communication channels with students. This would allow for exec to better understand each group’s mission and advocacy aims. To better serve this need and create a more vibrant campus, I would like to increase the Advocacy Fund so students have an opportunity to flourish and have their voice heard.
Richard Wu

- Sophomore from Wilmette, IL, majoring in environmental biology and operations and supply chain management.
- Previously served as Freshmen and Sophomore Class Council President accomplishing events such as Sophomore Spirit Days, Knock Knock Give A Sock, Ted Drewes on the Swamp, and Halloweekend.
- Also involved in club rugby and a residential advisor for Shanedling Hall.

OFFICE HOURS:
Tuesdays 2:30 - 4:30 PM, Thursdays 2:30 - 3:30 PM, Friday 12:00 - 2:00 PM
programming@su.wustl.edu
Creating purposeful and interactive programming which encompasses social, community, and professional circles on and off campus.

1) Revamp President’s and Treasurer’s training to create a forum where student leaders can learn how to better create interactive programming.
   • Presenting student groups with the correct resources early on can make a big difference in how programming is perceived and executed throughout the year.

2) Develop and manage Trending Topics which is aimed at using Student Union resources to help student groups bring diverse speakers to campus.
   • This will culminate in 8 speakers that are informed on a variety of subjects that hopefully students all across campus can relate to. Student groups can then program around these speakers leading to progressive and interactive programming all throughout the year.

3) Begin conversation for an electronic payment system
   • This will result in a simpler process that can benefit student groups during tabling and day to day logistics so they can focus on producing more creative programming.

4) Cultivate an approachable atmosphere in the Student Union office
   • Student groups should have no reserves about approaching an exec officers for advice and resources.

5) Push for student groups and Student Union programming bodies to actively draw from the student body for ideas and input in order to create interactive programming.
   • Interactive programming means events that actively engage the student body and so attention to feedback should be a big part of how events are thought up and created.
Amelia Fong

- Sophomore from Singapore, majoring in Art History and Leadership and Strategic Management
- Previously served 3 semesters on Senate, with 1 semester as the Academic Affairs Chair.
- Other on campus involvement: Director for Community Outreach for Design for America, former Alberti teacher and Art Council member

**OFFICE HOURS:**
Mondays and Wednesdays 12:00 - 2:30 PM
pr@su.wustl.edu
Fostering understanding and collaboration between Student Union and the student body

1) Create an online platform for Senate to engage with the student body
   • This will be a powerful advocacy tool for students to provide ideas for projects and track existing initiatives

2) Work with groups such as LIVE, Safezones, and S.A.R.A.H to improve the It’s On Us curriculum
   • This will culminate in the launch of It’s On Us 2.0, a peer-led bystander intervention training that is not heteronormative and that is customizable to a group’s facilitation needs

3) Chair a taskforce to create and improve publicity resources for student groups
   • This will consolidate existing resources and update communications tools for student groups and Student Union entities

4) Streamline the financing of student media groups through the creation of a separate funding structure
   - This will ensure the equal consideration of each group’s equipment and operational costs, whilst encouraging the collaboration and a sense of community between student media groups

5) Increase the visibility of Student Union officers through strategic outreach campaigns
   • This will enable students to engage with Student Union at a personal level, whilst encouraging critical dialogues surrounding Student Union projects initiatives

6) Expand Student Union Public Relation’s (SUPR) existing capabilities to include videography
   • This will culminate in the creation of publicity or advocacy-based films or student groups