Strategic Plan
Undergraduate Student Government
AY 2020-2021
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Executive Summary

In May of 2020, Undergraduate Student Government (USG), The University of Akron (UA), and the world, were faced with numerous historical and unique challenges. Recognizing the critically important situation and upcoming decisions, the USG Directional Leadership Team (DLT) began a strategic planning process for the 2020-2021 academic year to ensure that students are best served by USG. The product of the group’s work, the Undergraduate Student Government Strategic Plan, is focused on executing the mission of USG during the upcoming year: building community and enhancing experience for students.

The DLT considered the current organization, university, and global environment in order to identify six functions of USG, seven strategic goals, and eighteen individual strategies. The six core functions of USG were identified to be: Student Organization Support, Advocacy, Outreach, Awareness, Members, and Operations. The seven strategic goals and eighteen different strategies for the upcoming academic year were identified based on these six areas, the current campus environment and consensus within the DLT.

This Strategic Plan will be used to guide and focus the actions and activities of USG during the upcoming academic year. After adoption by Executive Order, each branch will be responsible for their own action plan to meet the USGSP Strategic Goals and execute the Strategies. Throughout the year, members can reference the USGSP for guidance on how to best serve their constituents and the DLT can rely on the USGSP to make decisions for USG, in the best interest of students.

Kevin A. Feezel
President

Jonah Pichette
Senate Chair

Emily Starkey
Chief Justice

Stevie Allen
Vice President

Grant McConnell
Vice Senate Chair

Cecilia Mainzer
Executive Justice

James Garchar
Chief of Staff
Overview

Mission
Building Community, Enhancing Experience

Vision
We believe in a university where everyone is connected, invested, and inspired to grow.

Values
Our existence is rooted in community, inclusivity, and service.

Organization Description

Undergraduate Student Government (USG) exists to serve the undergraduate student body at The University of Akron. We act as an advocate between students and the faculty and administration. We are dedicated to understanding and addressing the needs and interests of the undergraduate community and we strive to contribute to the overall success of collegians within curricular and co-curricular activities at The University of Akron. As the premier student leadership organization at The University of Akron, we aim to promote campus leadership, unity in purpose, and diversity among its members through a unique environment within the university and the community. We work towards effective and tangible results; holding ourselves to the highest level of accountability, excellence, professionalism, and integrity as humble, selfless, and caring student leaders at The University of Akron.
# Strategic Planning Process

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<thead>
<tr>
<th>Action</th>
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<tbody>
<tr>
<td>DLT Meeting</td>
<td>Adopt Strategic Planning Process</td>
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<tr>
<td>DLT Strategic Planning Work Meeting #1</td>
<td>SWOT Analysis &amp; External Analysis</td>
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<td>DLT Strategic Planning Work Meeting #2</td>
<td>Identified Critical Issues &amp; Strategic Areas</td>
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<td>Identified Branch Strategies &amp; Short/Long Term</td>
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<td>DLT Strategic Planning Work Meeting #4</td>
<td>Drafted Goal Statements for Strategic Areas</td>
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<td>DLT Strategic Planning Work Meeting #5</td>
<td>Finalized Goal Statements &amp; Document</td>
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<td>DLT Meeting</td>
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Strategic Goals

We will support all UA student organizations by providing them with unique opportunities while building strong relationships.

We will capture student opinions and build strong relationships with administrators in order to strongly and effectively advocate for the best possible student experience at UA.

We will build open relationships with student leaders and a stronger presence around campus in order to better serve and represent students.

We will effectively communicate the resources available to students and decisions made by USG and university administration in order to foster a collaborative campus environment.

We will develop members of USG both personally and professionally in order to create a collaborative organization culture and effectively serve students.

We will create more efficient processes and coherent governing documents to support our members and the organization.

We will embrace the challenges created by the COVID-19 pandemic to identify new opportunities for growth.
Student Organization Support
Strategies related to the support of student organizations, specifically through the budget process.

1. Support and fund organizations that build community or enhance the student experience.

2. Increase transparency to USG and students on how USG spends student funds.

3. Increase access to and awareness of funding to student organizations and funding processes.

Advocacy
Strategies related to addressing student issues or communicating the student perspective to non-students.

1. Build and maintain relationships and connections with administrators.

2. Take actions to support all students.

3. Develop stronger platforms to collect and discover issues our student body is facing while creating opportunities for members of the organization to tackle known problems.

Outreach
Strategies related to communications and connections created between USG members or the entire organization and students.

1. Transparency between the branches and all of USG to the student body
2. Create expectations and trust with our outreach efforts.

3. Build a strong campus identity as USG and individual USG members.

4. Build relationships with student organizations that last year-to-year.

**Awareness**

*Strategies related to USG communications to students regarding university resources, decisions, and other existing infrastructure at UA.*

1. Explain both university shared governance and USG decisions in the context of students.

2. Empower the offices and agencies that exist on campus to connect with students using our reach and various platforms.

3. Frequently communicate on all social media platforms and directly with student leaders.

**Members**

*Strategies related to the individuals who comprise the USG organization.*

1. Onboard and train new members with purpose and continually support and develop all members.

2. Create an open, collaborative, team-like environment within USG.

3. Address systematic racism, discrimination, and implicit biases present in USG.
Operations
Strategies related to the internal processes of USG.

- Dedicate time to update, streamline, and communicate USG governing documents and processes to fix issues and increase clarity.

- Separate transition materials by branch.
Appendix: Strategies by Branch

Student Organization Support
Strategies related to the support of student organizations, specifically through the budget process.

1. Support and fund organizations that build community or enhance the student experience.
   1.1. Executive Branch
   1.2. Legislative Branch

2. Increase transparency to USG members and students on how USG spends student funds.
   2.1. Executive Branch
   2.2. Legislative Branch, supported by:
       2.2.1. Judicial Branch

3. Increase access to and awareness of funding to student organizations and funding processes.
   3.1. Executive Branch
   3.2. Legislative Branch, supported by:
       3.2.1. Judicial Branch

Advocacy
Strategies related to addressing student issues or communicating the student perspective to non-students.

1. Build and maintain relationships and connections with administrators.
   1.1. Executive Branch
   1.2. Legislative Branch
1.3. Judicial Branch

2. **Take actions to support all students.**
   2.1. Executive Branch
   2.2. Legislative Branch
   2.3. Judicial Branch

3. **Develop stronger platforms to collect and discover issues our student body is facing while creating opportunities for members of the organization to tackle known problems.**
   3.1. Executive Branch
   3.2. Legislative Branch
   3.3. Judicial Branch

**Outreach**

*Strategies related to communications and connections created between USG members or the entire organization and students.*

1. **Increase transparency between USG and the student body.**
   1.1. Executive Branch
   1.2. Legislative Branch
   1.3. Judicial Branch

2. **Create expectations with our outreach efforts.**
   2.1. Executive Branch
   2.2. Legislative Branch
   2.3. Judicial Branch

3. **Build a strong campus identity as USG and individual USG members.**
3.1. Executive Branch
3.2. Legislative Branch
3.3. Judicial Branch

4. Build relationships with student organizations that last year-to-year.
4.1. Executive Branch
4.2. Legislative Branch
4.3. Judicial Branch

Awareness

*Strategies related to USG communications to students regarding university resources, decisions, and other existing infrastructure at UA.*

1. Explain both university shared governance and USG decisions in the context of students.
   1.1. Executive Branch, supported by:
       1.1.1. Legislative Branch
       1.1.2. Judicial Branch

2. Empower the offices and agencies that exist on campus to connect with students using our reach and various platforms.
   2.1. Executive Branch
   2.2. Legislative Branch
   2.3. Judicial Branch

3. Frequently communicate on all social media platforms and directly with student leaders.
   3.1. Executive Branch
   3.2. Judicial Branch
Members

Strategies related to the individuals who comprise the USG organization.

1. Onboard and train new members with purpose and continually support and develop all members.
   1.1. Executive Branch
   1.2. Legislative Branch
   1.3. Judicial Branch

2. Create an open, collaborative, team-like environment within USG.
   2.1. Executive Branch
   2.2. Legislative Branch
   2.3. Judicial Branch

3. Address systematic racism, discrimination, and implicit biases present in USG.
   3.1. Executive Branch
   3.2. Legislative Branch
   3.3. Judicial Branch

Operations

Strategies related to the internal processes of USG.

1. Dedicate time to update, streamline, and communicate USG governing documents and processes to fix issues and increase clarity.
   1.1. Executive Branch
   1.2. Legislative Branch
   1.3. Judicial Branch
2. Separate transition materials by branch.
   2.1. Executive Branch
   2.2. Legislative Branch
   2.3. Judicial Branch
Appendix: Short Term vs Long Term Strategies

Short-Term Strategies
*Strategies most important during the first three months of the semester, but could remain important throughout the entire academic year.*

Student Organization Support
- Increase access to and awareness of funding to student organizations and funding processes.

Advocacy
- Build and maintain relationships and connections with administrators.
- Develop stronger platforms to collect and discover issues our student body is facing while creating opportunities for members of the organization to tackle known problems.

Outreach
- Create expectations and trust with our outreach efforts.

Awareness

Members
- Onboard and train new members with purpose and continually support and develop all members.
- Create an open, collaborative, team-like environment within USG.
Operations
  ● Dedicate time to update, streamline, and communicate USG governing documents and processes to fix issues and increase clarity.

Long-Term Strategies
*Strategies that may be more important than others at some point during the year, but remain important throughout the entire academic year.*

Student Organization Support
  ● Support and fund organizations that build community or enhance the student experience.
  ● Increase transparency to USG members and students on how USG spends student funds.

Advocacy
  ● Take actions to support all students.

Outreach
  ● Increase transparency between USG and the student body.
  ● Build a strong campus identity as USG and individual USG members.
  ● Build relationships with student organizations that last year-to-year.

Awareness
  ● Explain both university shared governance and USG decisions in the context of students.
  ● Empower the offices and agencies that exist on campus to connect with students using our reach and various platforms.
  ● Frequently communicate on all social media platforms and directly with student leaders.
Members

- Address systematic racism, discrimination, and implicit biases present in USG.

Operations

- Separate transition materials by branch.