



ATHABASCA UNIVERSITY GRADUATE STUDENTS' ASSOCIATION

100%

Athabasca University Graduate Students' Association (AUGSA)

STRATEGIC PLAN
2019 – 2022

Prepared: August 27th, 2019



ATHABASCA UNIVERSITY GRADUATE STUDENTS' ASSOCIATION

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A Message from the President

Paste message here...



Sincerely,

*Meaghan Sullivan, MBA Student
President
Athabasca University Graduate Students Association*



ATHABASCA UNIVERSITY GRADUATE STUDENTS' ASSOCIATION

Our Customers and Stakeholders

INTERNAL CUSTOMERS AND STAKEHOLDERS

- Executive Director (ED)
- Executive Committee (EC)
- Councilors
- Internal committees as assigned by AUGSA Council processes and policies
- AUGSA Members

EXTERNAL CUSTOMERS AND STAKEHOLDERS

- Athabasca University (AU)
- External committees as assigned through AU and AUGSA collaboration
- Canadian Alliance of Student Associations (CASA)
- Alberta Graduate Provincial Advocacy Council (ab GPAC)
- Government of Alberta
- Athabasca University Students Union (AUSU)
- General Public



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Core Principles

OUR MISSION

AUGSA's mission statement specifies the mechanisms by which AUGSA will achieve its vision. It provides a scope for how AUGSA's vision will be attained.

AUGSA provides services and advocacy in pursuit of an accessible, affordable, and quality graduate experience at Athabasca University.

OUR VISION

AUGSA's vision statement sets the high-level direction and justification for AUGSA's operations. All AUGSA's activities should be consistent with the attainment of the following vision statement.

Delivering programs and services in support of a graduate student learning community, while navigating AU's distributed learning environment.

OUR VALUES

AUGSA is committed to its core principles that shape the culture and the organization's operational decision making. The core values of AUGSA are as follows:

*Integrity
Communication
Continuous Improvement
Engagement
Inclusivity*



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Strategic Goals

To maximize the probability of success, AUGSA will focus on a three strategic goals, supported by strategies, actions and success measures. These goals and strategies are a response to feedback from our student body, current events and opportunities.

The goals of AUGSA for 2019-2022 are:

<i>GOAL 1</i>	TO CONNECT WITH AU GRADUATE STUDENTS THROUGH OUR PROGRAMS AND SERVICES
<i>GOAL 2</i>	WORK WITH AU TO CREATE A SENSE OF COMMUNITY AMONG GRADUATE STUDENTS THAT PROMOTES LEARNING AND COLLABORATION
<i>GOAL 3</i>	REPRESENT AUGSA IN PROVINCIAL AND NATIONAL STUDENT ADVOCACY ASSOCIATIONS



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AUGSA Strategies

GOAL 1 TO CONNECT WITH AU GRADUATE STUDENTS THROUGH OUR PROGRAMS AND SERVICES

<i>STRATEGY 1.1</i>	Development of communications
<i>STRATEGY 1.2</i>	Review and development of service offerings
<i>STRATEGY 1.3</i>	Review of operational needs

GOAL 2 WORK WITH AU TO CREATE A SENSE OF COMMUNITY AMONG GRADUATE STUDENTS THAT PROMOTES LEARNING AND COLLABORATION

<i>STRATEGY 2.1</i>	Continue to build relationships and collaborate with Athabasca University
<i>STRATEGY 2.2</i>	Work with AU to deliver and enhance the graduate student experience

GOAL 3 REPRESENT GRADUATE STUDENTS AND AUGSA IN PROVINCIAL AND NATIONAL STUDENT ADVOCACY ASSOCIATIONS

<i>STRATEGY 3.1</i>	Represent AUGSA's stakeholders within abGPAC
<i>STRATEGY 3.2</i>	Represent AUGSA's stakeholders within CASA



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Action Plan

GOAL 1: TO CONNECT WITH AU GRADUATE STUDENTS THROUGH OUR PROGRAMS AND SERVICES

STRATEGY 1.1 DEVELOPMENT OF COMMUNICATIONS

SUPPORTING ASSOCIATIONS,
DEFINED STAKEHOLDERS
AND/OR PROGRAMS

Executive Committee, Executive Director, Council,
Graduate Students

Initiatives and Action Steps	Resources	Metrics
Recruitment of Communications Coordinator	President	Approved job description, Employed personnel
Implementation of communications strategy	Communications Coordinator	Strategy developed and approved
Implementation of engagement plan	VP External	Number of meet and greets, engagement success measures

STRATEGY 1.2 REVIEW AND DEVELOPMENT OF SERVICE OFFERINGS

SUPPORTING ASSOCIATIONS,
DEFINED STAKEHOLDERS
AND/OR PROGRAMS

Executive Committee, Executive Director, Council,
Graduate Students, Faculty of Graduate Studies, Sponsors

Initiatives and Action Steps	Resources	Metrics
Enhance awards portfolio process and procedures	VP Academic	Updated procedures
Implement contracted delivery of career and professional services	President	Signed contract
Deliver annual graduate student research conference	Steering Committee	Event Evaluation



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Continue student advocacy efforts	Executive Committee, Council	Provincial and federal budgets, lobby meetings, AU committee work
Assessment to administer professional development training (PDU's), and peer-to-peer voluntary mentorship program, legal services	Executive Committee	Assessment and Recommendations

STRATEGY 1.3 REVIEW OF OPERATIONS

SUPPORTING ASSOCIATIONS, DEFINED STAKEHOLDERS AND/OR PROGRAMS	Council, Executive Committee, Executive Director, Graduate Students	
Initiatives and Action Steps	Resources	Metrics
Strike labour relations committee to review current roles and operational needs	Labour Relations Committee	Final recommendations
Review of governance structures	Governance Committee	Approval of updates

GOAL 2: WORK WITH AU TO CREATE A SENSE OF COMMUNITY AMONG GRADUATE STUDENTS THAT PROMOTES LEARNING AND COLLABORATION

STRATEGY 2.1 CONTINUE TO BUILD RELATIONSHIPS AND COLLABORATE WITH ATHABASCA UNIVERSITY

SUPPORTING ASSOCIATIONS, DEFINED STAKEHOLDERS AND/OR PROGRAMS	Council, Executive Committee, Executive Director, Graduate Students, GSRC Working Committees, FGS	
Initiatives and Action Steps	Resources	Metrics
Deliver annual Graduate Student Research Conference (GSRC)	Steering Committee	Conference surveys, number of presenters and attendees, budget



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		and financial statement
Establish structured communications with key AU personnel, and AU access points (ie. MyAU, scheduled quarterly and bi-annual meetings with key AU roles)	Communications Coordinator	Communications Register Implemented, Access Points for AUGSA Increased

STRATEGY 2.2 WORK WITH AU TO DELIVER AND ENHANCE THE GRADUATE STUDENT EXPERIENCE

SUPPORTING ASSOCIATIONS, DEFINED STAKEHOLDERS AND/OR PROGRAMS	Council, Executive Committee, Executive Director, Graduate Students, Athabasca University
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Initiatives and Action Steps	Resources	Metrics
Continue to increase presence at convocation, orientations, and other AU-ran events	Executive Committee	Annual survey, communication with AU, number of events attended
Implementation of accessible professional development/microbadeging/etc courses through AU	Executive Committee	Number of courses available, cost to students to access courses
Maintain a presence on standing committees within AU, as well as ad hoc committees, that affect graduate student	Executive Committee	Number of committees AUGSA sits on, invitations to sit on ad hoc committees

GOAL 3: REPRESENT AUGSA IN PROVINCIAL AND NATIONAL STUDENT ADVOCACY ASSOCIATIONS

STRATEGY 3.1 REPRESENT AUGSA'S STAKEHOLDERS WITHIN ABGPAC



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SUPPORTING ASSOCIATIONS, DEFINED STAKEHOLDERS AND/OR PROGRAMS	Council, Executive Committee, Executive Director, Graduate Students, CASA, abGPAC, Provincial Government, Federal Government, Alberta Innovates	
Initiatives and Action Steps	Resources	Metrics
Understand the barriers and the required strategic advocacy initiatives of the graduate student body at Athabasca University.	VP Academic, External Designates	Attendance at Faculty and Board of Governor meetings All other committees attending by AUGSA members
Engage in strategic planning, priorities, policy development, and distributed committee work.	VP External, President	Attendance Committee Work/Meeting Outside feedback regarding abGPAC
Participate in advocacy meetings and collaborations with provincial stakeholders on defined graduate student priorities.	VP External, President	Attendance Committee Work and Membership

STRATEGY 3.2 REPRESENT AUGSA'S STAKEHOLDERS WITHIN CASA

SUPPORTING ASSOCIATIONS, DEFINED STAKEHOLDERS AND/OR PROGRAMS	Council, Executive Committee, Executive Director, Graduate Students, CASA, abGPAC, Provincial Government, Federal Government, Alberta Innovates	
Initiatives and Action Steps	Resources	Metrics
Understand the barriers and the required strategic advocacy initiatives of the graduate student body at Athabasca University.	VP Academic, External Designates	Attendance at Faculty and Board of Governor meetings All other committees attending by AUGSA members
Engage in strategic planning, priorities, policy development, and distributed committee work.	VP External, External Delegates	Attendance Committee Work/Meeting Outside feedback



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		regarding CASA
Participate in the 2019 Get Out The Vote national campaign.	VP External, External Delegates	Attendance Committee Work/Meeting Outside feedback regarding CASA



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Organizational Chart

Insert proposed chart if anyone has MS Visio.



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Budget

The 2020 proposed budget for AUGSA is presented below.

[Message from Treasurer...](#)

Note: To see the full version of the budget, please visit the AUGSA official website