



ATHABASCA UNIVERSITY GRADUATE STUDENTS' ASSOCIATION

Strategic Plan 2017

AUGSA's Strategic Plan 2017 comprises a vision statement, a mission statement, a high-level goal for the next year or more, and specific objectives that will contribute to the attainment of that goal. They were developed by the following members of AUGSA Council's Governance Committee:

- Bob Cole
- Christopher J. Rudan
- Emma Johnston
- Jamie Czerwinski
- Lindsay McNena
- Margaret Clappison
- Rob Janzen
- Ross Tyson
- Shawn Ang

Vision Statement

AUGSA's Vision Statement sets the high-level direction and justification for AUGSA's operations. All of AUGSA's activities should be consistent with the attainment of its Vision Statement. AUGSA's Vision Statement reads:

AUGSA is dedicated to an accessible, affordable, and quality graduate experience at Athabasca University.

Mission Statement

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's Mission Statement reads:

AUGSA's mission is to provide services and advocacy in pursuit of an accessible, affordable, and quality graduate experience at Athabasca University.

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Strategic Goal

In order to maximize the probability of success, AUGSA will focus on a single Strategic Goal. We strongly recommend that future Councils reaffirm this Strategic Plan and Goal until success is achieved. AUGSA's Strategic Goal is:

*AUGSA will **engage** Athabasca University graduate students in support of an exceptional student experience.*

Objectives

AUGSA will achieve its Strategic Goal by meeting two specific objectives

- Improve voter turnout to 25% in AUGSA's Executive and Council elections.
- Engage with students in social media and other platforms.

A Tactical Plan outlining how these objectives will be achieved will be forthcoming.

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