

2024/2025 BUSRC ANNUAL PLAN

STRATEGIC PRIORITY 1: ORGANIZATIONAL DEVELOPMENT

1.1.3 CONCEPTUALIZE THE VALUES OF THE SRC

- Utilize 2023/2024 student values survey to create a holistic expression of SRC Values
- Integration of guiding principles and pillars, and values into Annual Plan
- Implementation of visual physical representations of values around campus and BUSRC spaces

1.1.4 CREATE ANNUAL PLAN

- Annual plan created by Executive team, and ratified by BSR

1.2.4 REVISIT SRC STRUCTURE

- Tenders received from structural reorganization consulting firms by end of August
- Preferred tender chosen by Executive Council and ratified by BSR by September
- Election structure modified by end of December
- Bylaws and structure changed reflective of report received for May 2025 effective start date via student referendum

1.4.3 THE GAIT

- Refresh of physical space
- Drink covers promoting student personal safety
- Daytime lounge area for social and academic purposes
- Removal of Friday night Gait Nights to improve operations
- Advocating for increased food services availability during operating hours

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1.4.4 STUDENT SUCCESS CENTRE

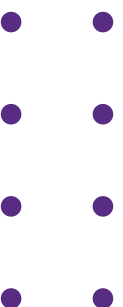
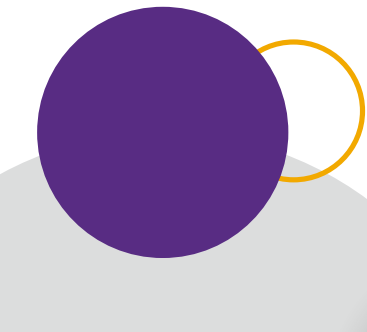
- Creation of a 3 year strategic plan
- Increase engagement through advertisement via SRC social media and website, and promo team
- Establish criteria to evaluate SSC's usage and effectiveness. Metrics including first and returning users retention rates, service effectiveness, etc. Feedback form created collecting quantitative and qualitative data
- Establish collaborations with aligned university allies

1.5.1 INCREASE STUDENT FEES

- Fee increase to match CPI indexation by executive team
- Board level vote to increase fees at a necessary rate for sustainable operations and services

1.5.3 EXPLORE NEW NON-STUDENT FEE REVENUE SOURCE

- Explore feasibility of expanding student-run food service options to bolster student food choices and student jobs on campus
- Increase advertising revenues through physical space rentals (digital signs, gait TVs, etc.)
- Pursue Quebec Student Union Regional funding to support SafeDrive's long term sustainability
- Offer communications team and SRC equipment to other departments and organizations on campus for a fee



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STRATEGIC PRIORITY 2: ENGAGEMENT AND SUPPORT

2.1.4 INCREASE EVENT PARTICIPATION

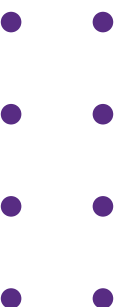
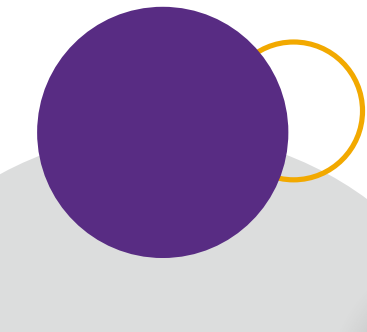
- Increasing diverse participation opportunities at Winterfest for students and community members
- Increased marketing and visibility of BUSRC event via social media and promo team presence
- Leveraging inter-institutional partnerships to increase participation (Champlain, UdeS, Cegep de Sherbrooke)

2.2.2. IMPLEMENT AN SRC ALUMNI NETWORK.

- Compile extensive list of alumni using SRC archives
- Create relationships leading to donations, transfer of knowledge and services of SRC alumni
- Provide alumni advocacy meetings when off campus for external functions
- Photo wall of past SRC Board teams in office space to show legacy

2.2.3 IMPROVE AWARENESS OF SRC FUNDING OPPORTUNITIES

- Creation of funding portal on website, including Gaiter Grants, Green Levy, EDI Fund, Student Safety Fund, to show how money is being allocated and to which projects
- Monthly social media posts indicating funds usage, amounts left, and ways of accessing



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STRATEGIC PRIORITY 3: TRANSPARENCY AND ACCOUNTABILITY

3.1.2. SIMPLIFY ACCESS TO INFORMATION

- Info series on social media platforms to highlight SRC services and roles throughout the year.
- Current financial information available on BUSRC website
- Creating a large contract portal for transparency of spending over \$5000
- Clear, concise messaging of SRC fees paid by students with relevant breakdowns on BUSRC website

VALUES

- Accountability
- Belonging
- Collaboration

GUIDING PRINCIPLES

- Mental Health
- Sexual Culture
- Financial Aid & Affordability
- Social Connection
- Equity, Diversity, Inclusion
- Academic Success
- Environmental Sustainability

