



UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION

A photograph of a large, multi-story building at night. The building has a dark facade and a prominent circular window in the gable. The ground floor is filled with large, brightly lit windows. A balcony on the second floor is crowded with students, some holding a banner. In the foreground, a large crowd of students is gathered, some holding flags and banners. The overall atmosphere is festive and celebratory.

STRATEGIC PLAN

2023-2024

UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION



TABLE OF CONTENTS

EXECUTIVE MESSAGE2

STUDENT UNION VALUES3

OUR ACTION PLAN 20264

STUDENT ENGAGEMENT5

AFFORDABILITY7

EQUITY, DIVERSITY, & INCLUSIVITY9

STUDENT HEALTH11

SUSTAINABILITY13



UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION

Executive Message

2023/2024



UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION

The UNB Student Union possesses a distinctive opportunity to bring together numerous students hailing from diverse backgrounds with a wide range of experiences. The student body diversity and individuality at UNB stand as one of our greatest strengths. As a Union, we must not overlook or waste this valuable source of strength.

Fostering unity among approximately 7,000 unique and diverse students is a formidable objective. Our commitment to excellence is evident in the services, events, and advocacy we provide, enhancing the overall university experience and unlocking our collective potential. While we may be seen as a close-knit community, we house some of the most accomplished minds in the province. As a team, we share the responsibility of supporting each other's journey towards realizing our utmost potential.

Our one-year objectives, as outlined below, are shaped by valuable student input, and aim to create a more open, inclusive, and transformative UNB. This plan reflects our unwavering commitment to excellence and the collective vision of our community for a better university, driven by the feedback and guidance of our students.

As part of "Our Action Plan 2026," the UNB Student Union has set ambitious goals for the next three years. We aim to enhance Student Engagement through increased visibility, partnerships with faculties, and stronger stakeholder connections. To promote Affordability, we'll raise awareness of UNBSU offerings. In our commitment to fostering Equity, Diversity, and Inclusivity, we'll build ties with stakeholders, explore sponsorships, and secure funding for a prominent voice at UNB and Fredericton. Recognizing Student Health's importance, we'll address housing challenges, offer incentives, and ensure inclusivity. Lastly, Sustainability will be advanced through environmental responsibility, recycling programs, and a campus community garden for affordable, healthy food.

We trust that you share our enthusiasm for the promises and goals we've made to nurture and strengthen our community. It's your dedication as students that motivates us to pursue excellence, and we believe these goals align with the high standards we aim to uphold! Our aspiration is to encourage you to contemplate the impact of the spaces and individuals around you, and how you can contribute to shaping a path for future generations to follow.

**WITH LOVE,
YOUR 2023/2024 UNB STUDENT UNION EXECUTIVE**

STUDENT UNION VALUES

WE ARE AUTHENTIC

We will act with transparency, build genuine connections, and venture with integrity.

WE ARE DEVOTED

We will manifest resilience, practice humility, and lead with compassion.

WE ARE INTENTIONAL

We will put students first, spark meaningful action, and be driven by ambition.

WE ARE DARING

We will build upon our legacy, address pertinent realities, and use innovation to defy expectations.

WE ARE INTEGRATIVE

We will open-mindedly demonstrate inclusivity, reject conformity, and celebrate diversity.

WE ARE UNITED

We will share a collective voice, stand together as a community, and cultivate pride and spirit.



Our Action Plan 2026

'Our Action Plan 2026' is a 3 year strategic plan for the UNB Student Union established in 2023.

1) Student Engagement

Enhancing visibility through information booths across campus, fostering partnerships with university faculties, and strengthening connections with stakeholders to amplify UNBSU's influence.

2) Affordability

Making education accessible and affordable for all UNBSU students through initiatives like the Student Bus Pass, Targeted Financial Aid, and Housing Support.

3) Equity, Diversity, and Inclusivity

Dedicated to alleviating financial burdens, advancing education through workshops, and celebrating diversity through empathy-building training. Our goal is to create an inclusive and equitable campus community.

4) Student Health

Our commitment to student well-being includes advocating for increased funding for mental and physical health programs, promoting diversity in healthcare, and providing access to nourishing food through an on-campus food bank. We strive to support the overall health of every student.

5) Sustainability

Amplifying our commitment to sustainability through information booths across campus, forging partnerships with university faculties, and building strong connections with stakeholders to maximize our impact on fostering a greener UNB community.

Our Action Plan 2026

STUDENT ENGAGEMENT GOALS FOR THE YEAR

1. Faculty Partnerships and Connections

Goal/Pillar: Work with university administration so that our information is better spread through UNB.

Solution: By establishing a structured communication framework, involving faculty councillors, the executive team, the VP Communications, and the VP Academic, we will improve the dissemination of information throughout UNB, ensuring our messages reach faculty deans and professors effectively.

Suggested Roles/Responsibilities:

- **Faculty councillors:** Responsible for reaching out to deans as well as Profs. As well as provide them with promotional materials.
- **Executive team:** Providing information to the VP communications to create promotional information. Responsible for determining which faculties need to be contacted.
- **VP Communications:** Circulate the information to faculty counsellors
- **VP Academic:** Provide a list of all deans and profs as well as their contact information to faculty counsellors.

2. Booths across campus

Goal/Pillar: Bring more awareness to supports and programming provided by the Union including clubs and societies, events, services, and student outreach.

Solution: Have information booths in high-traffic areas where executives or clubs and societies can be easily accessible to students and have larger direct outreach.

Suggested Roles/Responsibilities:

- **General volunteers:** Use a spreadsheet to keep track of the timing and interests of students going to the booth.
- **Executives:** Rotating responsibility for attendance
- **Clubs Facilitator:** VP Finance and Operations and the Clubs and Societies Coordinator are responsible for coordinating with clubs

STUDENT ENGAGEMENT

3. Build Relationships and Connections with the stakeholders, sponsorship opportunities and funding, etc.

Goal/Pillar: Making the UNBSU a strong voice and partner at UNB and the greater Fredericton Area.

Solution: Build Relationships and Connections with the stakeholders, sponsorship opportunities, and funding.

Suggested Roles/Responsibilities:

- **All Executives:** Foster collaborations and create a sponsorship support template.
- **VP Events & Services:** Seek sponsorship opportunities from the Alumni Council and external companies for student events and programs.
- **VP Research and Policy:** Establish a New Brunswick student union council under PETL and advocate for increased education funding through UNBSU external policy during advocacy week.
- **VP Student Wellness:** Partner with Action Now, UNB sustainability, and non-profit organizations for event sponsorships and connections.
- **VP Communications:** Seek sponsorship for social media partnerships, promotional materials, and merchandise. Develop brand deals and secure gift cards and discounts.
- **Marketing Branch at UNB:** Coordinate meetings with UNBSU.
- **Alumni Council:** Utilize Alumni connections for increased sponsorship capacity, working closely with alumni.
- **Downtown Fredericton:** Explore sponsorship options, such as gift cards and events.

Affordability

GOALS FOR THE YEAR



1. Student Bus Pass

Goal/Pillar: Creating Affordable, Accessible Transit for all UNBSU Students.

Solution: Work with students and stakeholders to create an affordable Student Bus Pass.

Suggested Roles/Responsibilities:

Director of Research: Research bus systems in Fredericton and other Canadian cities.

- **VP Research and Policy:** Engage stakeholders, connect with other student unions, and develop campaign strategies for the bus pass, leading to a student vote during the fall bi-elections.
- **President:** Engage stakeholders, negotiate with bus management, and foster connections with other student unions.
- **VP Communications:** Handle communications, create promotional materials, and produce a video showcasing bus stops in Fredericton.
- **VP Finance and Operations:** Arrange budget meetings with Isabella and Karen.
- **General Manager:** Coordinate with Karen on executives obtaining day bus passes.
- **On-Campus Partners:** Collaborate with various campus entities, including David Emerson, ISAO, Residence Life, and Sheldon Mccloud.
- **Off-Campus Partners:** Engage with MP Jenica Atwin, a transit advocate, Mayor Kate, Jason LeJeune, and other city councilors.
- **Student Unions:** Work towards consensus with other student unions like STUSU, NBCCSU, and GSA.
- **Council:** Seek feedback from council members during initial sessions before the by-election.

Affordability

GOALS FOR THE YEAR

2. Research and Advocate for student financial aid, targeted tuition, needs-based grants and funding

Goal/Pillar: Reduce the financial burden on students directly caused by tuition as well as other academic costs.

Solution: Implement cost-reduction initiatives aimed at alleviating the financial burden on students, particularly addressing tuition and other academic expenses.

Suggested Roles/Responsibilities:

- President
- VP Academic
- Director of Research
- Student Senators
- Student member of the Scholarship Committee
- Board of Governors

3. Accessible and Affordable Housing

Goal/Pillar: Provide inclusive and diverse support sessions for students facing barriers to access targeting specific issues (such as international students barriers).

Solution: Create well-researched sessions in regard to housing issues for students to attend collaborating with relevant partners (ex: financial services) and providing food as an incentive and accessible access to a meal.

Suggested Roles/Responsibilities:

- **VP Research and Policy & Director of Research:** Provide pre-existing and relevant information to be included in sessions.
- **Off-Campus Representative (Tentatively) and Executive:** Aid in the facilitation and execution of the events and be the primary leader of the initiative
- **VP Communications:** Development of campaign materials and providing resources.
- **External Partners:** Attend and present relevant information and available support at events. Partners could include the Financial Aid Office, ISAO, Tenants Rights Coalition, etc.

Equity, Diversity, & Inclusivity

GOALS FOR THE YEAR

1. EDI Policy

Pillar/Solution: Develop a policy to ensure that the values of Equity, Diversity, and inclusion are represented within the decision-making process. While demonstrating our belief in these values by cementing them in our By-Laws.

Suggested Roles/Responsibilities:

- VP Student Wellness: Create EDI Policy
- VP Research and Policy Policy, Director of Research: Research EDI
- Executives: Give feedback
- Policy Committee

2. Education + Events

Goal/Pillar: Utilize ACE Coordinator, Inclusion Representatives, and other EDI resources to provide some form of educational material.

Solution: Research and develop workshops and education materials/ sessions to host across campus.

Suggested Roles/Responsibilities:

- VP Events and Services: Coordinate with Food and ACE Coordinators (etc)
- VP Student Wellness/Director of Campus Events: Coordinate with VPES and coordinators/partners for events
- VP Academic: Aid in facilitation and logistics of events using relevant resources (ex: Academic Coordinator)
- Councillors/VP Communications: promotions of events and support where necessary

Equity, Diversity, & Inclusivity

GOALS FOR THE YEAR

3. Training + Event

Goal/Pillar: UNBSU aims to celebrate and promote diversity among all groups on campus.

Solution: Establish training opportunities for executives and council members to enhance their capacity for empathy and awareness of systemic barriers to education.

Suggested Roles/Responsibilities:

- **All Executives:** Conduct ongoing research into upcoming and essential training sessions. Suggest that all executives hold a brainstorming session after the strategic retreat to determine the necessary training for the group this year. Attend the required training sessions.
- **Vice President Wellness:** Research and propose suitable training sessions for all executives. Utilize existing relationships with on-campus groups to identify valuable training opportunities.
- **Vice President Research and Policy:** Collaborate with the MWC to identify on-campus Indigenous individuals who offer training or blanket exercises. Utilize established relationships with on-campus groups to identify valuable training. Organize a blanket ceremony for the UNBSU executive team by the end of June. Conduct research on training initiatives by other student unions.
- **Vice President Communications:** Create a directory on the UNBSU website that lists training sessions open to all students.
- **Vice President Finance and Operations:** Determine the budget allocation for training services from the \$3,000 budget.
- **Chairperson:** Promote ongoing UNBSU training opportunities to council members.
- **UNB Accessibility Center:** Provide accessibility training to all UNBSU executives.
- **ISAO (In collaboration with Hillary):** Collaborate to brainstorm effective training for student leaders.
- **ACE Coordinator:** Identify an accredited partner to provide Naloxone training sessions. Create a document outlining event guidelines for safe consumption.
- **SET Team:** Participate in Naloxone training. Participate in cultural sensitivity training.

Student Health

GOALS FOR THE YEAR

1. Advocate for more funding for student health.

Goal/Pillar: Allot more funding towards physical and mental health initiatives including Evening Counseling Services and partnered events with clubs such as the Mental Health Association.

Solution: Create a sponsorship package specifically for specific initiatives (e.g.: mental/physical health, food bank, etc.) and find community partners (peer mental health supports, etc.) while promoting existing campus and community supports available.

Suggested Roles/Responsibilities:

- **VP Events & Services:** Coordinate with counseling services and other executives to create and distribute sponsorship packages and outreach to possible community partners
- **Counselling Services:** Provide comprehensive information on current programming and supports available both on and off campus.
- **VP Communications:** Create and post relevant content and distribute informational resources
- **VP Finance and Operations:** Aid in the creation of a sponsorship package

2. Advocate for more diversity in student health

Goal/Pillar: Create a safer space on campus within the health care system for the BIPOC community

Suggested Roles/Responsibilities:

- VP Student Wellness
- Wellness Coordinator
- President
- Director of Research
- Multicultural Coordinator
- Diversity and inclusion representatives on the council

Student Health

GOALS FOR THE YEAR

3. Food Security

Goal/Pillar: Provide students access to food to nourish their bodies and minds

Solution: Create an on-campus food bank

Suggested Roles/Responsibilities:

- Director of Research - Focus on food security research.
- VP Policy and Research - Conduct research on food security, mental health, and post-secondary students.
- VP Events and Services - Seek sponsors, manage food bank operations, build partnerships, and create an operational plan.
- VP Communications - Handle website updates, social media promotion, newsletters, and volunteer opportunities.
- VP Wellness - Gather wellness resources to enhance the food bank.
- VP Finance - Collaborate with VP Events to create a budget based on sponsorships.
- Food Coordinator - Supervise volunteers, track usage, and work on operational plans.
- On-Campus Partners - Collaborate with Reslife, ISAO, and other campus groups to share the food bank.



Sustainability

GOALS FOR THE YEAR



1. Community Garden

Goal/Pillar: Creating an affordable, healthy, and sustainable food opportunity on campus for UNB students, staff, and community members

Solution: Operating a community garden on campus with affordable plots for purchase along with access to tools to maintain plots

Suggested Roles/Responsibilities:

- **Executives:** Participating in occasional garden cleanup before opening the garden. Certainly, here's a more concise version of the suggested roles and responsibilities. Assist in seasonal garden cleanups.
- **VP Communication:** Create promotional materials and update the website.
- **General Manager:** Handle in-person plot payments.
- **Garden Coordinator:** Provide event and resource info to VP Communication, arrange volunteers, monitor the garden, and seek grants.
- **On/Off-Campus Partners:** Collaborate with Counselling Services, Reslife, Sustainability, and plot owners for garden upkeep.

2. Sustainability Week

Goal/Pillar: Promote Sustainability Awareness and Engagement Among Students

Solution: Organize an engaging Sustainability Week with diverse events spanning food, environment, and eco-friendly crafting to enhance awareness, foster connections with sustainability organizations, and empower students to embrace eco-conscious choices and sustainable campus culture.

Suggested Roles/Responsibilities:

- **VP Wellness:** Taking the lead in planning and executing all events while working with other partners.
- **VP Communications:** Providing support to VP Wellness by creating necessary marketing materials, including updating social media promotions.
- **On/Off-Campus Partners:** Collaborating with UNB Sustainability and The Cellar Pub to enhance event success and community engagement.

Sustainability

GOALS FOR THE YEAR



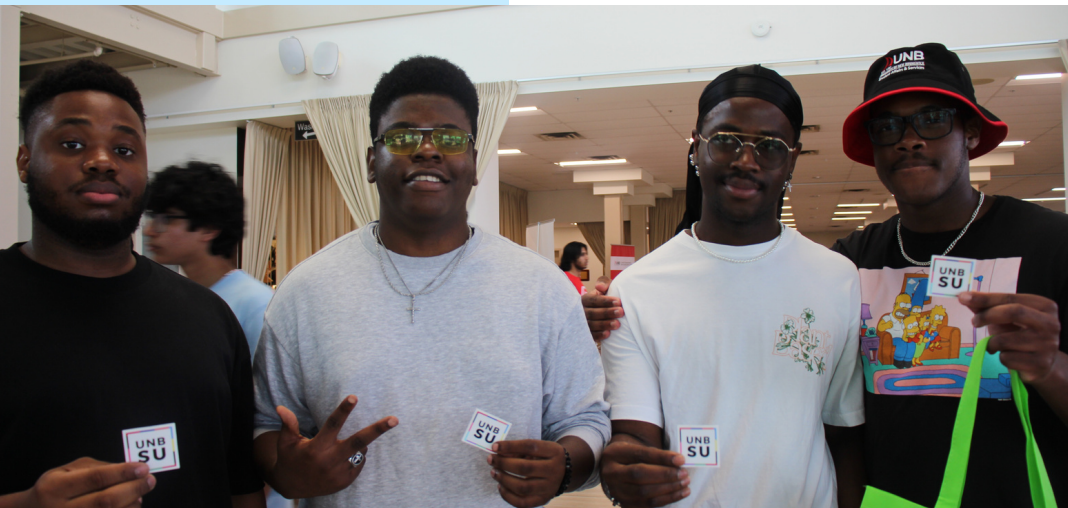
3. Greener Village x UNBSU Fundraiser

Goal/Pillar: UNBSU seeks to address the urgent issue of food insecurity and provide support to vulnerable members of the community during Orientation Week.

Solution: Organize a fundraiser for Greener Village, bringing together UNB students, Orientation leaders, and the broader community to collectively combat hunger and promote access to nutritious food. This event will not only raise funds but also increase awareness about food insecurity and highlight the valuable work undertaken by Greener Village to address this pressing issue in our community.

Suggested Roles/Responsibilities:

- **UNBSU Fundraising Chair/ Orientation Vice-Chair:** Responsible for planning and organizing all of the events for fundraising day as well as communicating with different stakeholders for fundraising day.
- **UNBSU Orientation Chair:** Help the Vice Chair in planning and organizing the fundraising day, while liaising with the Student Services and Blackshirts.
- **VP Communications:** Responsible for updating the Greener Village x UNBSU Fundraiser website as well as creating promotional materials for the events. Also responsible for creating designs for proposed merchandise.
- **VP Finance:** Responsible for overseeing the budget for fundraising and keeping track of the amount spent during these events.
- **BlackShirts:** Responsible for overseeing the RedShirts and maintaining communication with the O-Chair and Vice-Chair at all times during the events.
- **RedShirts:** Responsible for communicating with the BlackShirts and ensuring a streamlined event for all.



WE REPRESENT YOU

UNBSU.CA



**UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION**

UNBSU.CA