



UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION

The background of the cover is a photograph of a large, multi-story building at night. The building's facade is illuminated with bright red neon lights that outline the windows and architectural details. A large crowd of people is gathered in front of the building, and some are visible on the upper floors. The overall atmosphere is vibrant and festive.

STRATEGIC PLAN 2022-2023

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Executive Message

2022/2023



At the UNB Student Union, we have the unique opportunity to unite thousands of students, all from unique backgrounds and varying experiences; facing unique challenges on a daily basis. While this is a great challenge, it is also a great strength that we as a community can draw upon and build off of. Achieving unity amongst approximately 6,000 unique and diverse students is a lofty goal. It is not one that can be achieved alone, and requires a commitment to the pursuit of excellence in every action we take.

Our goals, driven by you - students who have graciously offered your time, feedback, and passionate voices in providing us direction - are outlined below. These goals allow us to enrich the university experience of students by creating bold and effective advocacy to all levels of government and administration, as well as through events, services, and opportunities. We know that while we may feel like a small community, we're filled with the biggest and brightest minds this province has to offer, and we have a responsibility to support each other in making the most of our potential.

We hope this plan displays our shared vision for creating a UNB that is safer, more accessible, more inclusive, and more fun than the UNB we all came to in our first year. As we reflect on our Action Plan 2023, and begin laying the foundation of our vision for the future, we take our pursuit of excellence and diversity seriously, and will continue to take progressive strides to creating a better campus and post-secondary system for students in everything we do.

Yours truly,

Your 2022-2023 UNBSU 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 2023

'Our Action Plan 2023' is a 3 year strategic plan for the UNB Student Union established in 2020.

Bold & Active Voice

"A bold and active voice means consulting with students, standing united with our peers, and speaking up for our best interests."

Quality & Relevant Programming

"Quality and relevant programming means meeting and exceeding the expectations of the student population in all that we do. The Student Union will continue to enhance our events and services to meet the continuously evolving needs of our diverse student body."

Opportunities for Students

"Providing opportunities for students means supporting the development of skills that students want to enhance, while also helping them gain relevant experience that will assist with their post-graduate pursuits."

Clear & Effective Communication

"Clear and effective communication means being transparent, consultative, and accessible to all members of the student body. Students must be able to ask questions, provide feedback, and recognize when events and initiatives are organized by the Student Union."

Sustainability

"Sustainability means ensuring our planet, our people, and our Union have the tools and resources necessary to thrive into the future. All activities of the Student Union will be planned and executed with mindfulness of our social, environmental, and financial responsibilities."

Our Action Plan 2023

Bold & Active Voice

The UNB Student Union's greatest strength is our collective voice. A bold and active voice means consulting with students, standing united with our peers, and speaking up for our best interests. Students must be able to recognize the value of the Student Union's institutional, municipal, provincial, and federal advocacy efforts, in addition to the work of our partner organizations (CASA).



GOALS FOR THE YEAR

1. Engage in Meaningful Advocacy

We will create innovative ways to advocate for diverse students needs. This year we hope to achieve this goal through...

- Policy Events (*VP Research & Policy*)
- Mental Health Syllabus (*VP Academic, VP Events & Services, VP Research & Policy, VP Student Wellness*)
- Sustainable Academic Resources (*VP Academic, VP Student Wellness*)
- Course Repeat Policy (*VP Academic*)
- Advocacy Week (*VP Research & Policy, President*)
- Policy Documents (*VP Research & Policy, President*)
- Academic Concern Directory (*VP Academic, VP Communications*)
- CR/NCR Option (*VP Academic*)

2. Enhance Student Representation

Our representation will be diverse, equal, and fair for all students. This year we hope to achieve this goal through...

- UNBSYou Campaign (*All Execs*)
- Advocacy Week (*VP Research & Policy, President*)

3. Strengthen our Collective Voice & Impact

We will hold the university accountable to incorporate the voices of students in decision-making processes. This year we hope to achieve this goal through...

- Cost of Education Campaign (*All Execs*)
- Advocacy Week (*VP Research & Policy, President*)
- Policy Documents (*VP Research & Policy, President*)

Quality & Relevant Programming



The Student Union is led by students, for students. Quality and relevant programming means meeting and exceeding the expectations of the student population in all that we do. The Student Union will continue to enhance our events and services to meet the continuously evolving needs of our diverse student body.

GOALS FOR THE YEAR

1. Clubs & Societies

We will continue to build a community of student groups that helps every individual find their home within our campus. This year we hope to achieve this goal through...

- Townhouse Relaunch (*VP Finance & Operations, VP Communications, VP Academic*)

2. Maintaining High-Quality Events

We will enhance the UNB student experience by undertaking ambitious projects and uniting the student body. This year we hope to achieve this goal through...

- Diverse and Inclusive Events (*VP Events & Services, VP Student Wellness*)

3. Constantly Improving Available Services

Our services will be realistic, high-quality, and provide the utmost benefit for students. This year we hope to achieve this goal through...

- Review of all Current Services and Ressources (*All Execs*)

Opportunities for Students



The UNB student experience includes everything that happens both within and outside the classroom. We believe students should have meaningful opportunities to explore their current passions and discover new ones. Providing opportunities for students means supporting the development of skills that students want to enhance, while also helping them gain relevant experience that will assist with their post-graduate pursuits.

GOALS FOR THE YEAR

1. Jobs

We will help students gain meaningful experience, build upon their skills, and be fairly compensated for their work. This year we hope to achieve this goal through...

- **Inclusive Hiring Practices** (*VP Finance & Operations, VP Student Wellness, VP Research & Policy*)

2. Learning Opportunities

We will support students in achieving their desired learning outcomes. This year we hope to achieve this goal through...

- **Networking Events** (*All Execs*)
- **EDI Training Accessibility** (*VP Student Wellness, VP Research & Policy, VP Academic*)
- **General Training Accessibility** (*VP Student Wellness, VP Research & Policy, VP Events & Services*)

3. Volunteer Opportunities

We will ensure students are aware, informed, and engaged in the volunteer opportunities available to them. This year we hope to achieve this goal through...

- **UNBSUxCity of Fredericton** (*All Execs*)
- **Volunteer Bank** (*VP Communications*)
- **Advocacy Week** (*VP Research & Policy, President*)

Clear & Effective Communication



All students should be able to have a voice in the Student Union. Clear and effective communication means being transparent, consultative, and accessible to all members of the student body. Students must be able to ask questions, provide feedback, and recognize when events and initiatives are organized by the Student Union.

GOALS FOR THE YEAR

1. Telling Our Story

We will communicate our values and identity to students and stakeholders to ensure that our story, objectives, and goals are clearly communicated. This year we hope to achieve this goal through...

- Townhouse Relaunch (*VP Finance & Operations, VP Communications, VP Academic*)
- UNBSYou (*All Execs*)
- Recognition Based Day (*All Execs*)

2. Accessible and Receptive

We will be open to regular feedback from students and our online platforms and print materials will be simple, accessible, and informative. This year we hope to achieve this goal through...

- Regular Consultation from Students (*All Execs*)
- Policy Documents (*VP Research & Policy, President*)
- Campus Calendar (*VP Communications*)

3. Consistent and Creative

We will work within the parameters of our brand identity to strive for creativity and quality in all of our communication tools, resources, and promotional materials. This year we hope to achieve this goal through...

- Review of all Current Services and Ressources (*All Execs*)

Sustainability

We must not act for ourselves alone. Sustainability means ensuring our planet, our people, and our Union have the tools and resources necessary to thrive into the future. All activities of the Student Union will be planned and executed with mindfulness of our social, environmental, and financial responsibilities.



GOALS FOR THE YEAR

1. Social Sustainability

We will be leaders of equity, diversity, and inclusion at all levels, making UNB a kinder, healthier, and more welcoming place for all. This year we hope to achieve this goal through...

- SUB Spaces (*All Execs*)
- Campus Culture Campaign (*VP Student Wellness, VP Events & Services*)
- ALPS Programming (*VP Events & Services, VP Research & Policy, VP Academic, President*)
- Recognition Based Days (*All Execs*)

2. Environmental Sustainability

We have a duty to protect the land that UNB students live, learn, work, and play on. We will create awareness around Green living, advocate for a greener university community, and invest in initiatives that help heal our Planet. This year we hope to achieve this goal through...

- Sustainability Campaign (*VP Student Wellness, VP Events & Services*)
- Universal Bus Pass (*VP Research & Policy, President*)

3. Financial Sustainability

We will ensure our students are able to attend post secondary education without the burden of elevated student debt. We will maintain our budget and continue to offer high-quality events, services, and advocacy in the years to come. This year we hope to achieve this goal through...

- Cost of Education Campaign (*All Execs*)
- Policy Documents (*VP Research & Policy, President*)



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