



UNB  
SU

UNIVERSITY OF NEW BRUNSWICK  
STUDENT UNION



# OUR ACTION PLAN

# 2023

UNIVERSITY OF NEW BRUNSWICK  
**STUDENT UNION**



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**UNIVERSITY OF NEW BRUNSWICK**  
**STUDENT UNION**



# Introduction

The University of New Brunswick Student Union (UNBSU) represents the community of diverse, dynamic, and engaged students at the University of New Brunswick, Fredericton. The UNBSU Council and Executive are elected student-leaders who aim to improve the quality of student life at UNB by overseeing the general operations of the Student Union, advocating for the best interests of students, and facilitating high-quality events and services.

Action Plan 2023 provides direction to the future, reflecting on the accomplishments and ambitions of student unions gone-by and demonstrating the possibility and potential for the years to come. This document offers flexibility for future teams to take on initiatives that will have a meaningful and lasting impact, while also setting goals that are relevant, realistic, and measurable. Action Plan 2023 is bold, intentional, and forward-focused - just like the students of UNB.



# Vision Statement

In 2023, the UNB Student Union will be an effective, diverse, and high-quality organization that all of its members identify with. The UNB Student Union will offer a wide range of events, services, and advocacy that are accessible and relevant to all students. The UNB Student Union will have an established culture and tradition of community, inclusion, and value.





# STUDENT UNION VALUES



UNIVERSITY OF NEW BRUNSWICK  
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## 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.*



# Objectives & Goals

## 1. Bold & Active Voice

- a. Engage in Meaningful Advocacy
- b. Enhance Student Representation
- c. Strengthen Our Collective Voice & Impact

## 2. Opportunities for Students

- a. Jobs
- b. Learning Opportunities
- c. Advancement

## 3. Quality & Relevant Programming

- a. Clubs & Societies
- b. Maintaining High-Quality Events
- c. Constantly Improve Available Services

## 4. Clear & Effective Communication

- a. Identity & Our Story
- b. Accessible and Receptive
- c. Consistent and Creative

## 5. Sustainability

- a. Social Sustainability
- b. Environmental Sustainability
- c. Financial Sustainability



# 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 (NBSA & CASA).

## GOALS

### 1. Engage in Meaningful Advocacy

We will create innovative ways to advocate for diverse students needs.

*By 2023, we hope to achieve this goal by...*

- a. Keeping the best interests of students at the forefront of our advocacy efforts.
- b. Improving student experience both within and outside the classroom through academic advocacy.
- c. Creating advocacy campaigns that are relevant and tackle issues that are important to students.

### 2. Enhance Student Representation

Our representation will be diverse, equal, and fair for all students.

*By 2023, we hope to achieve this goal by...*

- a. Ensuring the UNBSU Council is representative of our dynamic and continuously evolving student population.
- b. Actively seeking new methods of improving both the quality and quantity of student representation on Student Union committees and university standing and search committees.
- c. Giving students agency to prompt meaningful government action at the municipal, provincial, and federal level.

### 3. Strengthen our Collective Voice & Impact

We will hold the university accountable to incorporate the voices of students in decision-making processes.

*By 2023, we hope to achieve this goal by...*

- a. Engaging students in the work of the university to ensure they are aware and informed of the decision-making processes that impact them.
- b. Actively seeking new ways to establish and assert students as relevant stakeholders in the operations and decision-making of the university.
- c. Creating avenues for students to share their voice and spark change on issues that are important to them.

# 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

### 1. Jobs

We will help students gain meaningful experience, build upon their skills, and be fairly compensated for their work.

*By 2023, we hope to achieve this goal by...*

- a. Increasing the number of paid positions under the Student Union.
- b. Hiring students to complete short-term, project-based work.
- c. Providing employment opportunities for students to gain skills and experiences relevant to their field of study.

### 2. Learning Opportunities

We will support students in achieving their desired learning outcomes.

*By 2023, we hope to achieve this goal by...*

- a. Expanding study and collaboration spaces across campus.
- b. Developing and promoting programming that teaches relevant and applicable skills.
- c. Helping students feel ready for what comes next upon leaving UNB.

### 3. Volunteer Opportunities

We will ensure students are aware, informed, and engaged in the volunteer opportunities available to them.

*By 2023, we hope to achieve this goal by...*

- a. Increasing volunteer opportunities for students.
- b. Helping students become engaged in the activities of the Student Union through a variety of one-time, short-term opportunities and continued, longer-term commitments.
- c. Offering volunteer opportunities that are appealing and accessible to a wide variety of students and their unique interests.



# 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

### 1. Clubs and Societies

We will continue to build a community of student groups that helps every individual find their home within our campus.

*By 2023, we hope to achieve this goal by...*

- a. Building a network of clubs and societies that allows students to explore their passions.
- b. Helping student leaders become autonomous in the organization and facilitation of their groups' vision and mission.
- c. Encouraging collaboration between student groups to generate larger-scale events and programming.

### 2. Maintaining High-Quality Events

We will enhance the UNB student experience by undertaking ambitious projects and uniting the student body.

*By 2023, we hope to achieve this goal by...*

- a. Constantly seeking out student input, feedback, and interest for a broad range of events.
- b. Being innovative, creative, and continuing to set the bar higher.
- c. Securing sponsorships with external organizations and tri-campus partnerships to maximize our potential.

### 3. Constantly Improving Available Services

Our services will be realistic, high-quality, and provide the utmost benefit for students.

*By 2023, we hope to achieve this goal by...*

- a. Maintaining a team of highly-skilled coordinators and passionate volunteers to efficiently and properly manage and promote services.
- b. Constantly refining the effectiveness of current services and looking towards building new, relevant, and advantageous services.
- c. Seeking student opinions and making notable changes based upon the needs, wants, and values of UNB students.

# 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

### 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.

*By 2023, we hope to achieve this goal by...*

- a. Increasing the presence of the Student Union on campus through branding, marketing campaigns, and student engagement programs.
- b. Telling our story by creating student-oriented content to ensure every student can see themselves as a member of the Student Union.
- c. Accurately communicating our values, mission, and vision to students.

### 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.

*By 2023, we hope to achieve this goal by...*

- a. Creating accessible content and being thoughtful and intentional in what we share on our platforms.
- b. Actively encouraging feedback from students, creating opportunities for students to share their opinions, and being receptive to various perspectives.
- c. Establishing and maintaining the Student Union as a student-focused hub for essential information and resources.

### 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.

*By 2023, we hope to achieve this goal by...*

- a. Developing creative, innovative, and high-quality content.
- b. Maintaining consistency in our communication to ensure recognition of our brand.
- c. Being strategic and effective in our use of online and print marketing resources.



# 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

### 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.

*By 2023, we hope to achieve this goal by...*

- a. Assisting students in developing informed opinions and making choices that promote a healthy and fulfilling life of growth.
- b. Ensuring our campaigns, events, and services meet the diverse needs of our student body and creating spaces where students feel safe and welcomed.
- c. Recognizing that the UNB student experience takes place on the stolen, unsundered, and uncaded traditional lands of Wolastoqiyik. We will actively engage with Indigenous students to create awareness and cultural competency within our institution.

### 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.

*By 2023, we hope to achieve this goal by...*

- a. Expanding the UNBSU Garden through full-time summer staff, annual applications to the Environmental Trust Fund, awareness campaigns, and physical expansion.
- b. Making every UNBSU event Green Certified and promoting Green Certification to our constituents.
- c. Tackling student food insecurity by creating and sustaining a UNBSU Food Banks program partnership with Greener Village Food Banks, maintaining the Fresh Food Bags program, and advocating for the university to offer more local food and reduce food waste.
- d. Creating sustainability awareness campaigns, promoting the Student Sustainability Fund, and pushing for UNB to divest from fossil fuels.

### 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.

*By 2023, we hope to achieve this goal by...*

- a. Developing a sustainable financial model for UNBSU operations.
- b. Ensuring fair compensation for all employees of the Student Union.
- c. Pushing for equal financial opportunity to attend post secondary education.
- d. Improving the availability and attainability of quality housing with improved living conditions.



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[UNBSU.CA](http://UNBSU.CA)