



# Introduction

The Vancouver Island University Students' Union (VIUSU), Local 13 of the British Columbia Federation of Students, was established in 1969. Realizing the importance of having a voice on campus, students decided to form an institution-wide organization to represent their interests. Since its inception, the VIU Students' Union has been providing students with advocacy, services, and events that would not exist without a strong student-run organization that is independent from the university and government.

VIUSU is proud to both represent and advocate on behalf of students and we are grateful to have the opportunity to operate on the unceded traditional lands and territories of the Snuneymuxw, Quw'utsun, Cowichan, Tla'amin (ta-lamin), Snaw-naw-as, and Qualicum First Nations. As an organization, we pledge to serve all of our student body in the most positive and inclusive way possible.

The role of the Strategic Plan is to outline the VIU Students Union's goals for the future to our membership. We will strive to be proactive in response to the needs of members. This Strategic Operating Plan was started by Mackenzie Hutchison, our previous Chairperson, and the 2020/2021 Board of Directors and will be the responsibility of the current Chairperson, the 2021/2022 Board of Directors, staff, and any future VIUSU Board Members.

**Elissa Miranda**  
Chairperson

**James Bowen**  
Executive Director



# Mission

Student Empowerment,  
Collective Action,  
Meaningful Change.

## Purpose

- to organize students on a democratic, co-operative basis for advancing students' interests, and advancing the interests of the students' community
- to provide a common framework within which students can communicate, exchange information, and share experience, skills and ideas;
- to bring students together to discuss and co-operatively achieve necessary educational, administrative, and legislative change wherever decision-making affects students;
- to facilitate co-operation among students in organising services which supplement the learning experience, provide for human needs, and which develop a sense of community with our peers and with other members of society;
- to articulate the desire of students to fulfil the duties and be accorded the rights of citizens in British Columbia, in Canada, and in the international community;
- to achieve the goal of a system of post-secondary education which is accessible to all, which is of high quality, and which is rationally planned; which recognises the legitimacy of student representation and the validity of students' rights; and whose role in society is clearly recognised and appreciated.



## Strategic Priority # 1

### Advocate for Social Justice and Equity at VIU and in the Community

Working to ensure VIU 's commitment to Truth and Reconciliation and the EDI action plan. Furthering our actions to advocate for students and the proper supports to ensure all students find success. Increasing engagement with the greater community on social justice initiatives.

#### » Objective # 1.1

Advocate for Social Justice and Equity at VIU and in the Community

#### » Objective # 1.2

Advocate for improved supports for students mental and physical wellbeing

#### » Objective # 1.3

Engaging in the local community and the world we live in.



# Strategic Priority # 2

## Create opportunities for connection and community engagement

By promoting more opportunities for membership engagement, connection, and leadership. By providing students the framework to take the lead and spark the changes they want to see on our campuses and in our community.

### »» Objective # 2.1

Increase opportunities for students to build leadership capacity

### »» Objective # 2.2

Build connections between all students and campuses

### »» Objective # 2.3

Increase awareness of and engagement with student union initiatives



## Strategic Priority # 3

# Elevate student voices and support legitimate student representation

Furthering our support for independent membership activities, engaging members through legitimate student representation, raising awareness of student needs, and celebrating student achievements.

### » Objective # 3.1

Amplify student voices and celebrate student leadership

### » Objective # 3.2

Provide opportunities for all members to engage meaningfully

### » Objective # 3.3

Raise awareness of the Students' Union and contributions to the campus community





## Strategic Priority #4

### Support and advocate for access and affordability

Leading, supporting, and advocating for positive changes while supporting membership participation in all work, decisions, advocacy, and victories.

#### »» Objective #4.1

Increase access to and awareness of on campus services

#### »» Objective #4.2

Work to reduce financial and procedural barriers of post-secondary education





# Looking Forward



## Planning

Each spring, the Board of Directors and staff will work in collaboration to develop an annual operating plan aligning with the board's approved strategic plan. Annual operating plans are presented to the board in August.



## Executing

Goals and objectives from the operating plan guide the work of committees and working groups of the Students' Union. The operating plan will be updated for the board, to support the board's monitoring of the progress for that year, and the board's overall strategic plan.



## Celebrating

The strategic plan will be published to the website, and we will celebrate achievements under the strategic plan and operating plan with membership, Board of Directors, staff and our VIU community.



# Board of Directors

Elissa Miranda | Chairperson | 2021-22

Devon Stewart | Director of Events | 2021-22

Sean Desrochers | Director of External Relations | 2021-22

Claire Stewart | Director of Internal Relations | 2021-22

Cole Reinbold | Women Students' Representative | 2021-22

McKenzie Hutchison | Chairperson | 2020-21

Brandon Charnley | Aboriginal Students' Representative | 2020-21

Kiera Brown | Director of Events | 2020-21

Irma Khan | Director of External Relations | 2020-21

Lee Vanden Ham | Director of Internal Relations | 2020-21

Anouk Borris | Women Students' Representative | 2020-21

Emma Hender | Fernando Moreno | Francis Racy | Harshita Sharma  
Hunter Ehrismann | Jamie Johnstone | Joshua Cartagena | Kurtis  
Johnstone Nicole Congdon | Olivia Dean-Falys | Omar Espinoza | Parshva  
Jain Saadvhi Thakur | Seth Recalma | Siddhanth Arikari |

# Staff

James Bowen | Executive Director

Sarah Segal | Organizer Advocacy and Governance

Jessica Orcutt | Organizer Campaigns and Communications

Janelle Wilson | Organizer Campus Life and Events

Julia Louie | Organizer Internal

Cheryl Cave | Organizer Member Services

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