



2018

STRATEGIC PLAN

GREETINGS,

Thank you for reading the University of Iowa Student Government's strategic plan, the second edition. We have assessed the work that has taken place on behalf of the very first strategic plan, from 2017. Through the work of Speaker Hallee Haygood and Cabinet Director Lindsey Rayner, student government has been able to complete a number of goals and tasks originating in the 2017 Strategic Plan. This process of self-reflection and aspirational goal-setting has allowed us to identify and address challenges that have historically established our student government as less productive, and accessible for our student body. We take great pride in the fact that we are entrusted to serve the UI student body, and we recognize there is always room to do this better.

Through the recommendations of the 2017 Strategic Plan, Speaker Haygood and Cabinet Director Rayner, met biweekly to ensure we stay on track, and plan for completion of the strategic plan. Also, a Strategic Plan Review Committee was called together in order to assess what actions need to be taken for the second edition of the UISG Strategic Plan. The Strategic Plan Review Committee was chaired by Cabinet Director Rayner and Speaker Haygood. The committee was comprised of President Jacob Simpson, Vice President Lilian Sanchez, Director of Academic Affairs Tristan Schmidt, and Senators Jocelyn Roof, Alexandra Skorks, and Heath Shintler. Through this committee, we brainstormed the ways in which we have met the expectations of the previous strategic, and how to continue moving forward. Throughout the process, we chose to continue to include various aspects of the previous strategic plan, as well as identify new ways to address the systemic issues within the organization.

Through the process of reflection, we noted some changes and challenges due to the change in personnel. We worked to identify systemic challenges that each administration faces, as well as identifying how the 2017-2018 administration could have gone better. Through the development of both perspectives we hope to continue to recommend solutions that are for the betterment of the organization as a whole, as well as each individual upcoming administration.

We hope through this first update, we have set a precedent and guidelines as to how to assess and update the strategic plan for years to come. We have involved many members in the process, and communicated with the entire UISG body on the importance of the strategic plan, in hopes to ensure the process is continued in the future.

Sincerely,

UISG 2018 STRATEGIC PLAN REVIEW COMMITTEE

Lindsey Rayner, Hallee Haygood, Heath Schintler, Jocelyn Roof, Jacob Simpson, Lilian Sanchez, Tristan Schmidt, and Alexandra Skores.

MISSION STATEMENT

The University of Iowa Student Government (UISG) exists to represent, serve, and empower all University of Iowa undergraduate students. As a valued member of University Shared Governance, we offer input and guidance to staff, faculty, and administrators on issues that matter to students and act as the official student voice to the Board of Regents, the State of Iowa, and local and federal legislators. We also allocate the Student Activity Fee to organizations, services, and initiatives on campus that serve students. UISG listens to the diverse needs, concerns, and perspectives of the student body and constantly strives to respond with solutions that foster a better community for student living and learning.



UISG VALUES

COLLABORATION

UISG values the multitude of individuals and organizations that contribute to the well-being of our diverse university community. We believe that building relationships and coalitions among these stakeholders—including local, state, and national partners—further our collective mission.

IMPACT

UISG is committed to producing quality results for students in a timely manner. We strive to foster a results-oriented organizational culture that ensures we effectively respond to the needs of all students.

INNOVATION

UISG will approach issues in thoughtful and innovative ways, and we will build on the progress of past student leaders. We will advocate for evidence-based, sustainable solutions to student issues.

ADVOCACY

UISG works to amplify the student voice to University of Iowa staff, faculty, and administrators, as well as the Board of Regents, the State of Iowa, and the nation. We strive to acknowledge and honor the diverse needs, concerns, and perspectives of students as we advocate for the collective good of the student body.

COMMUNITY

UISG is dedicated to fostering a sense of community by: developing relationships, listening and responding to student concerns, sharing information and resources, and creating opportunities to contribute to the Hawkeye community.

EQUITY

UISG will use its privilege as a representative body to create change that benefits and empowers all students. We recognize the historic and current marginalization and oppression of many identities within our university community and across the world, and we will strive to include those identities through active engagement. The pursuit of justice and equity must always guide our work.

INTEGRITY

All of UISG's work should be accomplished in the most honest, transparent, and ethical manner possible.

STRATEGIC GOALS

Develop **leaders** in all branches.

Foster a **culture** reflective of our values.

Create effective and efficient **processes**.

Engage in productive, positive, and long-lasting relationships.

Advocate for students holistically.



DEVELOP LEADERS IN ALL BRANCHES.

STRENGTHEN LEADERSHIP ABILITIES WITHIN THE LEGISLATIVE BRANCH

Establish definition of what a productive Senator is

Explained within applications, during first senate meeting, and during retreats and training

Communicate potential and an image of what a successful senator is.

Committee chair transitions (help address expectations of senators)

Very specific themes and expectations for Committee Chairs

Clear expectations

Clear process for getting people out who don't do anything (creating more specific expectations for being a productive senator)

For Senate Leadership

STRENGTHEN LEADERSHIP ABILITIES WITHIN THE AND EXECUTIVE BRANCH

Continue to assess ways to hold executives accountable to productivity

Develop strong internal UISG collaboration to ensure institutional knowledge and growth on advocacy topics

Create sense of community within the Executive Branch

Continue Cabinet Director 1:1 and investment in each Executive's goals and initiatives for the year

Continue communication with Executives communicating with Senate (understanding role for each exec vs. senate)

Have written documents of expectations between Senate and Executive

Ensure executives understand their expectations and role within Senate



DEVELOP LEADERS IN ALL BRANCHES.

EQUIP MEMBERS TO BECOME EFFECTIVE LEADERS.

Host a retreat in mid-September (after first year and at-large senatorial appointments)

Focus the retreat on community-building and relationship development

Assessment of content shared at retreat to align with goals and mission of the year

Host multiple trainings throughout the year for all members of UISG

These could include NCBI, or more organization-specific workshops like “how to get an initiative done” and “history of UISG”

Institutionalize peer mentorship within UISG

Continue the New Member Program and expand it to include more one-on-one meetings

Encourage senators to meet with a specialist on the topic before they begin planning an initiative or project

Stress the expectation and importance for established members to initiate mentoring relationships

Formalize transitions between former student government with the new administration

Host an event with relevant campus partners and administrators in which the former student government administration mixes and socializes with the new to give advice and make introductions

ESTABLISH A MEANINGFUL LEADERSHIP PHILOSOPHY.

Ensure every member of UISG is able to articulate the mission and purpose of UISG

Educate members on the contents of the strategic plan

This should be included when content like the bylaws is originally shared

Encourage members to find how their own values align with that of the organization and express that clearly and effectively when tabling and discussing UISG with the student body

Writing of a purpose/goals statement at beginning of term -- maybe in application ?

Emphasize importance of servant leadership and responding to students who are in need

Ensure that UISG’s priority is serving students and considering both intent and impact when making decisions on behalf of the student body

Iterate that each member of student government serves and represents the student body, not an individual agenda

Hold members accountable to mission statement of organization and personal purpose statement

Necessitate the importance of empowering the senate

Declare that it is the expectation and responsibility of leadership to empower and share information with senators

Encourage senators to come to executive meetings to stay informed on happenings in the executive branch

Iterate the importance of delegation and facilitation within committees

Build strong relationships between senators and the executives at the head of their committees

FOSTER A CULTURE REFLECTIVE OF OUR VALUES.

ENSURE MEMBERS FEEL COMFORTABLE PARTICIPATING IN THE ORGANIZATION.

Orient new members with formal processes, such as a retreat and/or handbook, detailing the skills and knowledge needed for their duties.

Continue the New Member Program, in which all new members are mentored by experienced members, focusing on connecting new members to resources and networks.

Encourage members who have not worked together to collaborate on initiatives in order to expand networks.

Develop opportunities for members, particularly younger members, to engage in the organization, inviting them to conversations when possible.

Consider the enforcement of committee meetings apart from Student Senate Sessions.

Promote committee bonding sessions, such as eating dinner or attending campus events.

Conduct one-on-ones/check-ins in casual settings to balance the formality of performance reviews.

Review the dress code for Student Senate Sessions, prioritizing the comfort of all members with appropriate formalities.



FOSTER A CULTURE REFLECTIVE OF OUR VALUES.

CREATE A MORE COLLABORATIVE DYNAMIC BETWEEN THE SENATE, EXECUTIVE, AND JUDICIAL BRANCHES.

- Improve communication and transparency between all branches.
- Hold monthly meetings for Senate and Executive Leadership.
- Hold monthly meetings for Senate, Executive, and Student Judicial Court Leadership.
- Encourage regular one-on-ones/check-ins between committee chairs and executives.
- Define the roles between senators and executives at the beginning of each person's term and encourage regular reviews of roles.

SUPPORT A CULTURE OF RESPECTFUL FEEDBACK AND CONSTRUCTIVE CRITICISM.

- Promote open, honest, and respectful communication among all members.
- Establish expectations and ground rules for difficult conversations.
- Address challenges by having leadership check in with team members.
- Practice direct communication when conflict arises.
- Offer regular and different opportunities to collect feedback.
- Encourage all members to ask questions.
- Conduct performance reviews for all members.

HOLD HIGH EXPECTATIONS WITHOUT CREATING BURNOUT.

- Emphasize the importance of prioritizing personal academics.
- Foster an action- and results-oriented environment by establishing SMART goals.
- Encourage self-care and a focus on mental health among members.
- Recognize good work among members.
- Increase transparency between "required" work and actual work.

ENCOURAGE INFORMED DEBATE ABOUT LEGISLATION AND TOPICS.

FOSTER A CULTURE REFLECTIVE OF OUR VALUES.

IMPROVE PHYSICAL UISG OFFICE ENVIRONMENT TO REFLECT ORGANIZATIONAL NEEDS.

Keep the office clean by having all members be responsible for picking up and sanitizing surfaces.

Increase visibility of UISG history, leadership, past achievements, and long-term initiatives. Decorate the office to reflect the organizational values and to support a professional working culture.

Assess needs for the physical space annually.

COORDINATE PROJECT DEVELOPMENT WITHIN THE ORGANIZATION.

Inform leadership about potential projects.

List projects and potential projects in a centralized document.

Update the Speaker of the Student Senate and Cabinet Director on projects and potential projects.

Connect the appropriate members with projects.

Delegate projects according to positions descriptions, allowing for flexibility.

Encourage collaboration between members on projects.

Set clear timelines and expectations for projects.

List deadlines for projects on the centralized document.

Define action items and reach consensus on who will accomplish what according to a timeline during meetings.

IMPROVE THE PLANNING AND EXECUTION OF ELECTIONS.

Create a historical record of decisions made by the Student Elections Commissioner.

Establish an elections implementation plan for the SEC to execute.

Share more information about the elections process with the student body to make it more accessible.

Communicate information about elections as an alternative during the recruitment process.

Strengthen collaboration with the Student Judicial Court.

Define the role of SJC.

Improve communication between the branches.

CREATE EFFECTIVE AND EFFICIENT PROCESSES.

ENSURE THAT UISG'S FUNDING PROCESSES ARE ACCESSIBLE AND IMPACTFUL.

Educate members on the funding processes for the Student Activity Fee, UISG Operational Budget, SABAC, and UISG Contingency.

Update members on the status of funds at regular intervals.

Streamline funding processes in the Bylaws.

Recommend operational budgets for future administrations.

FOLLOW A RELIABLE TIMELINE FOR THE DEVELOPMENT AND CONSIDERATION OF LEGISLATION.

Formalize the legislation development and consideration benchmarks in the Bylaws.

Explore accountability measures that will ensure members read legislation before it is considered on the floor.

Formulate best practices for presenting legislation.

Prepare members for parliamentary procedure by hosting sessions in which they can acquaint themselves with and practice Robert's Rules.

Institute a process to ensure legislation does not have typos.



CREATE EFFECTIVE AND EFFICIENT PROCESSES.

DEVELOP ROBUST RECRUITMENT AND APPOINTMENT PROCESSES.

Understand that the perception of UISG is communicated to candidates through the application and interview process.

Root the content of applications and interviews in the UISG values and position descriptions.

Create a recruitment communications plan to attract a diverse and strong application pool for positions.

Establish appropriate timelines for application and interview processes so that the application pool is diverse and strong.

Appoint members to committees based on a letter of intent and approve appointments through legislation.

DEFINE CLEAR MECHANISMS BY WHICH NON-UISG MEMBERS CAN ENGAGE WITH UISG.

Continue to have the Director of External Relations include non-UISG members in UISG efforts through town halls, residence hall outreach, and student organization outreach.

Establish the purpose of the Community & Outreach Committee.

Connect more liaisons with UISG, like the SJC, ARH, and ISAAC liaisons.

CREATE EXPECTATIONS FOR FREQUENT AND TRANSPARENT COMMUNICATION.

Use announcements during Student Senate to update members on important projects and events.

Require members to use Office 365 for email and calendar and Google Drive for document sharing.

Use “top-down” and “bottom-up” strategies to spread and collect information.

Expect committee chairs to disseminate information to their committees.

Offer opportunities throughout the administration for members to share feedback to leadership through one-on-ones/check-ins, surveys, group discussions.

Regulate the Facebook group and add members as they join.

ENGAGE IN PRODUCTIVE, POSITIVE, AND LONG-LASTING RELATIONSHIPS.

IMPROVE RELATIONSHIP WITH OTHER STUDENT ORGANIZATIONS.

All UISG members must attend other student organization meetings coordinating with Director of External Relations

Attending with UISG Apparel to increase brand recognition

Expanding the work of Community and Outreach to co-coordinate attendance at Student Org. meetings.

Encourage all UISG members must correspond with relevant student organizations

Assess requirement and integration of UISG members' connection with student organizations to inform themselves about potential collaborations as well as educate constituents about UISG initiatives

Recognize the work and accomplishments of other student groups through emails, sharing their content on social media, etc.

Consider requirement for all UISG members must participate in campus events

Office hours may be fulfilled by attending a student campus event

Collaborate with student organizations who work on similar issues

Continue partnerships that already exist and increase new engagement (e.g. Active Minds for mental health advocacy)



ENGAGE IN PRODUCTIVE, POSITIVE, AND LONG-LASTING RELATIONSHIPS.

Strengthen relationships between Division of Student Life and UISG.

Strengthen relationships among senators and executives with Division of Student Life leaders

Connect Bill, Eric, Andy, Dinette, Charlotte, Erika, Erin, Tab, Shuhi, etc. with relevant UISG members

Increase student engagement with CSIL and foster opportunities for collaboration around leadership development

Facilitate relationships between CSIL and UISG to develop leadership... Or something

Strengthen OrgSync enhancement to ensure UISG, CSIL, and student orgs are able to communicate and connect on the same platform

Continue progress of UISG's support of CSIL initiatives intended for the student body

Strengthen collaborative projects and/or organizations

Ensure UISG personnel are connected to organizations and departments related to the projects they are working on.

Examples: SOBO, Off Campus Housing Services, SLS, FSL, ULC, Fine Arts Council, SVP, KRUI, SCOPE, BIJOU, CAB, Homecoming, Powwow, RiverRun, Dance Marathon, Senior Week, and others

Strengthening the relationship between Shared Governance and UISG.

Create more intentional UISG transitions

Ensure UISG transitions include information of previous conversations with stake holders so that members have a better understanding of conversations that have happened historically with same stakeholders before going into meetings; furthermore, make official introductions to successors.

Introduce, expand, and build relationships between relevant UISG members and relevant Shared Governance members

Expand collaboration with Shared Governance beyond President and Vice President
Begin UISG projects that create collaboration opportunities with one or more Shared Governance groups

ENGAGE IN PRODUCTIVE, POSITIVE, AND LONG-LASTING RELATIONSHIPS.

Emphasize importance of Shared Governance

Send thank you notes/emails to administrators we work with highlighting collaboration

Senate and all of UISG know what Shared Governance is

UISG members are able to understand where they could be useful and understanding their structure.

Ensure relevant information is included in the UISG retreat at the beginning of the year

Work with Shared Governance to improve Presidential Charter Committees

Work together to continue to strengthen goals and mission of Presidential Charter Committees.

Utilize, assess, and improve the functions of Presidential Charter Committees

Eliminate barriers for UISG members to connect with campus partners.

Create a document on OrgSync with contact information for frequent campus partners

Encourage UISG membership to utilize OrgSync and share resources on that platform

Encourage all UISG members to have meetings with relevant campus partners to make introductions

Utilize a list of campus partners that must be included in all transition materials

Educate campus partners on the responsibilities of UISG members so they know who to contact for collaborations and best utilize student government leaders as a resource

Make UISG membership responsibilities more clear and visible to outside partners (students and non), ensure this information is shared during transitions.

Develop position descriptions that include campus partner “delegation” or “assignments”

Increase intentional interactions with Campus Partners

Host welcome and farewell events for campus partners to meet and dismiss administrations, as well as express gratitude.

UISG will make sure to be informed about campus services and resources that already exist on campus and amplify those services.

Examples: Student Legal Services, Office of Student Financial Aide’s Financial Literacy Services

ADVOCATE FOR STUDENTS HOLISTICALLY.

ENSURE THAT UISG MEMBERS HAVE THE KNOWLEDGE NEEDED TO ADVOCATE EFFECTIVELY.

Create a central database of resources about the University of Iowa and UISG history for all UISG members to use, including institutional organization, data, history.

Follow local, state, national, and international higher education issues in select publications.

Designate leadership to point members to resources relevant to their advocacy.

Draft an advocacy guide that details the steps needed for the development and implementation of initiatives.

Assess members' reliance on resources and their pursuit of new knowledge in performance reviews.

Present on important higher education issues during the Retreat, Open Access, and Cabinet Meetings.

Ensure members are educated on UISG's stance on issues.

DEVELOP THE ADVOCACY SKILLS OF UISG MEMBERS.

Detail the most useful skills for each position.

Offer workshops to develop understanding and application of most useful skills.

Identify members' strong skills and the skills they can develop further during performance reviews and 1:1 meetings.

Demonstrate how academic and extracurricular activities can develop skills.

DEVELOP STRONG RELATIONSHIPS WITH PARTNERS WHO WILL HELP UISG ACCOMPLISH ITS MISSION.

Create expectations for reaching out to partners.

Coordinate initiatives with student organizations.

Establish mechanisms for non-UISG members to formally participate in UISG advocacy.

Ensure issues in UISG advocacy addressed have specific connection to student impact.

(national international, etc)

Campus Partner education



STRATEGIC PLAN REVIEW & ENFORCEMENT

While all UISG members are responsible for execution of the strategic plan, the Cabinet Director and Speaker of the Senate should meet biweekly to review progress on the plan and continue delegating tasks throughout UISG in order to achieve all of our goals. The UISG strategic plan should be reviewed and updated each year. To ensure that UISG is working toward the goals outlined in this strategic plan, the President will be tasked with forming an ad-hoc committee to review the progress and reevaluate the goals of the strategic plan every month. It is recommended that this ad-hoc committee be formed in the month of September, in order to both include First-Year Senators and allow enough time for review and progress. Additionally, the Cabinet Director and Speaker should meet with the ad-hoc committee monthly to keep them up to date on progress and receive feedback.