



# VALDOSTA STATE UNIVERSITY

Division of Student Affairs  
STUDENT GOVERNMENT ASSOCIATION

## 2013-2014 STRATEGIC PLAN

William Jimerson, *President* | Hassanat Oshodi, *Vice President* | Kara Fountain, *Secretary* | Erica Adams, *Comptroller*

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### Mission

We, the students of Valdosta State University (VSU), in order to form a democratic, efficient, and responsible student government; to represent, lead, and unify the student body, to decide and act responsibly for the students' interest, and to work with the Faculty, Staff, and Administration of the university in the pursuit of our mutual interest. We are dedicated to serving the student body, and representing the students and the university by holding ourselves to the highest of standards. We strive to meet the needs of the students and to better each student's experience here at VSU.

### Vision/Platforms

*"Student Involvement: Retention, Progression, and Graduation"* –SGA President William Jimerson

*"Working for you from the inside out"* –SGA Vice President Hassanat Oshodi

*"Engaged Innovation"* –University President William McKinney

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*"The first step towards getting somewhere is to decide that you are not going to stay where you are."*

*"Progress is impossible without change and those who cannot change their minds cannot change anything."*

*"Success is the sum of small efforts, repeated day in and day out."*

*"Success occurs when your dreams get bigger than your excuses."*

*"The dictionary is the only place where success comes before work."*

*"Excellence is never an accident; it is always the result of high intention, sincere effort, intelligent direction, skillful execution, and the vision to see obstacles as opportunities."*

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### Objective #1: Bridge the gap between SGA, the student body, and administration.

#### Strategies:

1. Establish SGA 24 hour concern hotline that will be forwarded to the executive board on duty cell phone.
2. "Put it on Blast Day" for students to voice concerns openly with University President, VP of Student Affairs/Dean of Students, and SGA President.
3. Establish relationships with university personnel (college deans, departments, etc.) to articulate student issues and concerns.
4. Register for professional development opportunities (SGA conferences, etc.)

### Objective #2: Increase SGA visibility to seek and voice student concerns.

#### Strategies:

1. Executive Board will establish at least six open door policy office hours during VSU business hours.
2. Insert information on getting involved with SGA in freshman welcome kits and Student Union display booths.
3. Increase knowledge of student representation by establishing SGA Senate Field Ground Team schedule.
4. Utilize public relations avenues more efficiently to reach out to all students.
  - a. Social media: Twitter, establish a Facebook page & YouTube channel
  - b. Monthly newsletter distributed to student distribution group via e-mail

- c. Complaint form on website
  - d. Segments on radio and VSU channel
  - e. *The Spectator*
  - f. Periodic Presidential Addresses (first 100 days of office, breaking news, etc.)
5. Develop Code of Ethics for each branch to ensure the integrity of all SGA members.
  6. Order SGA polo's and name tags, which will be mandatory for all SGA events, meeting Mondays, and functions.
  7. Advocate for more involvement in SGA from graduate, commuter, non-traditional, and international students.
  8. Ensure strong student representation on university committees (Faculty Senate, Dining Advisory Board, Parking & Transportation, Housing & Residence Life, search committees, special committees, etc.)
  9. Establish a campus safety week to increase safety awareness and issues on campus.
  10. Establish criterion to earn/order SGA graduation cord.

**Objective #3: Improve the clarity of all student groups on the internal and external workings of SGA.**

*Strategies:*

1. Reconstruction and weekly updates to SGA website.
2. Redevelopment of SGA Constitution and Bylaws.
3. Redevelopment of SGA Elections Code.
4. Re-vamp and improve the commitment of SGA committees.
  - a. Combining Rules & Elections committee to outsource Elections committee to ensure non-bias and manpower.
  - b. Require bi-weekly written reports on the progress of committee's goals.
  - c. Restructure Student Affairs committee including student organization development chair, special projects/events coordinators, classification representatives, student life experience representatives, etc.
  - d. Required to co-sponsor two events per committee each semester.
  - e. Establish Legislative Affairs committee.
5. Establish cohesiveness and effective communication between all three branches of SGA.
6. Develop co-sponsorship application and detailed outline of policies and regulations for student organizations to request funding.
7. Compile an administration notebook/Dropbox outlining transitional documents, outlines, reports, etc. to ensure continuity of SGA in future years.
8. Increase usage of statistical information in proposals.

**Objective #4: Recognition for the unsung heroes (faculty, students, faculty, and community) of VSU.**

*Strategies:*

1. Develop foundation to partner an endowment of a student scholarship for students who are not HOPE eligible.
2. Improve fundraising efforts for SGA VSU Foundation account for discretionary spending.
3. Host a Student Gala to benefit scholarship and recognition.
4. Increase community service and philanthropy initiatives of SGA (Adopt-a-Road Clean Up, monthly opportunities, etc.)
5. Establish a relationship with Editor in Chief of *The Spectator* and BlazeFM to start student and faculty spotlights.

**Objective #5: Establish more SGA sponsored events to benefit students with a genuine effort to generate tradition, pride, and diversity efforts among all VSU students and support student organizations.**

*Strategies:*

1. Develop a schedule for “Random Acts of Kindness” periodically in the Student Union and/or Pedestrian Mall.
2. Strong representation on Homecoming Committee to improve experience. (activities, Mr. VSU, university wide phone app, university t-shirts, etc.)
3. Seek incentives for students (i.e. student discount cards, well-planned SGA week, etc.)
4. Involvement on Celebration of 50 Years of VSU Integration committee.
5. Collaborate with Athletics to promote student participation and involvement at athletic events.

**Objective #6: Improve the quality of student life.**

*Strategies:*

1. Establish a relationship and partnership with Campus Activities Board to develop more unified and well-promoted student events to enhance student life.
  - a. Examples: Concert, Unity Night, Monthly Block Parties on the Quad
2. Devise initiatives to increase VSU retention and increase graduation rates.
3. Utilize public relation avenues and surveys to gain student input on controversial topics and policies.
4. Seek innovative ways to continue to promote technology innovation in classrooms, campus facilities, and residence halls.

Areas of Concern	Opportunities/Suggestions for SGA Involvement
<p>SGA:</p> <ul style="list-style-type: none"> <li>• Lack of trust in SGA</li> <li>• Lack of student participation/involvement</li> <li>• Better job of informing students of SGA developments and work</li> <li>• SGA branches do not know each other – more engagement of Judicial Branch</li> <li>• Executive Board unity on decision making</li> <li>• Improve quality of surveys – guided and open ended questions</li> <li>• Update of website/meeting minutes distribution</li> <li>• SGA funded events catering to one student group</li> <li>• Attendance to faculty senate committees</li> <li>• SGA committee strength</li> <li>• Elections Code</li> </ul> <p>University:</p> <ul style="list-style-type: none"> <li>• Homecoming experience</li> <li>• Lack of tradition and pride</li> <li>• Lack of diversity/multi-cultural activities</li> </ul>	<ul style="list-style-type: none"> <li>• Smoking Policy</li> <li>• Keeping Guns Off Campus</li> <li>• SGA Graduation Cords</li> <li>• Housing – laundry improvements, room selection lines, Greek housing</li> <li>• Academic Forgiveness Policy</li> <li>• Dining Services offerings, hours, Blazer Buck roll over, V-Store (Dining Services Advisory Board)</li> <li>• Bus Stop on Georgia Avenue</li> <li>• Freshness in Student Life &amp; Affairs (concert for students, etc.)</li> <li>• GPS Tracking for Shuttle Buses</li> <li>• Seek corporate sponsors for student incentives</li> <li>• Co-pay at health center</li> <li>• Odum Library hours</li> <li>• Event Services policies and communication</li> <li>• Executive Leadership Academy</li> <li>• Stipends for Chief Justice &amp; Associate Chief Justice</li> <li>• Stipends for Senators</li> </ul>