
GENERAL ASSEMBLY OF THE UNC ASSOCIATION OF STUDENT GOVERNMENTS

37th SESSION, 2008-2009

RESOLUTION 1
AN ACT TO ESTABLISH A MINIMUM ACHIEVEMENT PLAN (MAP) FOR THE
37TH SESSION OF THE ASSOCIATION OF STUDENT GOVERNMENTS

WHEREAS, the 37th Session of the University of North Carolina Association of Student Governments began on July 1st, 2008; and,

WHEREAS, as stated in its mission statement, the Association “champions the concerns of students, and ensures affordability and accessibility to quality education today and tomorrow”; and,

WHEREAS, in carrying out that mission, maintaining accountability to the students it represents is a critical objective of the Association; and,

WHEREAS, to help ensure that accountability, the Council of Student Body Presidents and Executive Officers participated in a strategic planning session in July that included, among other items, a list of objectives for the Association to accomplish before the adjournment *sine die* of the General Assembly; and,

WHEREAS, publicly declaring the included objectives as a minimum threshold for measuring the success of the 37th session of the Association is a vital step in both ensuring their implementation and remaining accountable to the greater Student Body; now, therefore, be it

RESOLVED, that the General Assembly of the UNC Association of Student Governments hereby adopts the contents of the 2008-2009 Strategic Plan of the University of North Carolina Association of Student Governments and charges all constituent units and officers of the Association with accomplishing, at bare minimum, the goals and objectives outlined therein.

I hereby certify the foregoing resolution was read twice and adopted by consent in the General Assembly of the UNC Association of Student Governments, this the ____ day of _____, 2008.

Ashley M. Yopp
Senior Vice President

I hereby signify my approval of this resolution as adopted by the General Assembly of the UNC Association of Student Governments, this the ____ day of _____, 2008.

T. Greg Doucette
President



2008-2009 Strategic Plan

The University of North Carolina Association of Student Governments

July 25, 2008

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2008-2009 Summer Retreat Participants

Best Western, Burlington, NC

T. Greg Doucette

President, UNC Association of Student Governments

Ashley Yopp

Senior Vice President, UNC Association of Student Governments

David Mofford

Student Body President, Appalachian State University

Andrew Griffin

Student Body President, East Carolina University

James Jefferson

Student Body President, Fayetteville State University

Marcus Bass

Student Body President, NC A&T State University

Kent Williams

Student Body President, NC Central University

Ashwin Peres-da-Silva

Student Body President, NC School of Science and Mathematics

Jay Dawkins

Student Body President, NC State University

Nick Ladd

Student Body President, UNC Asheville

J.J. Raynor

Student Body President, UNC Chapel Hill

Tim Ernst

Student Body President, UNC Charlotte

Michael Tusso

Student Body President, UNC Greensboro

Mark Blackwell

Student Body President, UNC Wilmington

Josh Miller

Student Body Vice President, Western Carolina University

Harold Respass

Student Body President, Winston-Salem State University

Atul Bhula

Associate Vice President of Information Technology

Michael Boglovits

Vice President of Academic & Student Affairs

Steve Cosolito

Chief Information Officer

Ira Lawson

Associate Vice President of Academic & Student Affairs

Tom Meutsch

Vice President of Legislative Affairs

Alexander Scott

Associate Vice President of Government Operations

Jason Smith

Chief Financial Officer

Andrew Tucker

Associate Vice President of Legislative Affairs

Dakota Williams

Associate Vice President of Finance

2008-2009 Executive Officers

DIVISION OF ACADEMIC & STUDENT AFFAIRS

Vice President
Michael Boglovits
UNC Greensboro

Associate Vice President
Ira Lawson
East Carolina University

DIVISION OF FINANCE & ADMINISTRATION

Chief Financial Officer
Jason Smith
NC State University

Associate Vice President
Dakota Williams
UNC Chapel Hill

DIVISION OF GOVERNMENT OPERATIONS & COMMUNITY SERVICES

Vice President
Michaelina Antahades
East Carolina University

Associate Vice President
Alexander Scott
Fayetteville State University

DIVISION OF INFORMATION TECHNOLOGY

Chief Information Officer
Steve Cosolito
NC State University

Associate Vice President
Atul Bhula
East Carolina University

DIVISION OF LEGISLATIVE & PUBLIC AFFAIRS

Vice President
Tom Meutsch
East Carolina University

Associate Vice President
Andrew Tucker
NC State University

Executive Summary

The University of North Carolina Association of Student Governments (UNCASG) Council of Student Body Presidents and Executive Officers met in Burlington NC for a leadership retreat from July 13 to July 15, 2008. The retreat's intent was to create a mission statement and strategic plan, share campus reports covering each campus Student Government's plans for the year, receive advocacy training, cover essential business, and build relationships and strengthen teamwork.

T. Greg Doucette, the newly elected President of the University of North Carolina Association of Student Governments, believes the UNCASG needs to be more accountable, more transparent, more responsive to the students it serves and needs to have a much greater impact on the UNC system particularly in improving students' lives.

He believes that in order to accomplish this, UNCASG needs to first improve the way it internally functions and externally interacts with the outside community. The leadership retreat fits in this context. Leaders left the retreat re-energized with a sense of collective purpose. The retreat also led to the creation of the mission statement and a strategic plan with guiding principles which will serve the organization for years to come, as well as specific goals and measurable objectives for the 2008-2009 year.

Facilitator Chris Aycock, of The Aycock Group consulting firm, was engaged to facilitate the retreat and produce this strategic planning document.

The new mission statement of the UNC Association of Student Governments is:

Founded and funded by students, the University of North Carolina Association of Student Governments champions the concerns of students and ensures affordability and accessibility to quality education today and tomorrow.

The UNCASG created guiding principles, committing itself to:

- Maintaining a positive relationship with the UNC Board of Governors
- Creating systems to ensure accountability
- Improving communication between UNCASG and its constituent student governments, as well as every fee-paying student in the system
- Promoting campus-to-campus collaboration
- Student-centered advocacy
- Advocating for accessible and affordable higher education
- Transparent governance

The student leaders set definite time frames and measures for goals and objectives related to each of the executive divisions under the direction of the vice president for each division.

The Division of Academic and Student Affairs focuses on improving the accessibility, affordability and quality of students' academic pursuits.

The Division of Government and Operations and Community Services is responsible for governance reforms, improving the performance of constituent student governments, community service, and promoting UNCASG's meetings and events.

The Division of Legislative and Public Affairs creates, recruits, and trains the Advocacy Corp, works on "Get Out the Vote" initiatives, and is the leader in all legislative and public policy efforts.

The Division of Finance and Administration ensures that the finances of the organization are transparent and accountable, the budget is properly maintained, and the public's confidence in UNCASG's finances is increased.

The Division of Information Technology provides leadership and technical assistance to the entire organization, implements the website including installing a Wiki and a calendar of events, and works on related infrastructure and databases as needed.

In addition to Division-specific goals the UNCASG has 3 general goals, which are to:

- Review office space needs
- Ensure appropriate staff support in future years
- Explore the idea of a statewide leadership conference

It is recommended that the strategic plan be evaluated monthly.

At the retreat's closing banquet Hannah Gage, Chairman of the UNC Board of Governors, explained that graduation rates in the University system were less than ideal and asked all student leaders to make it a priority to increase those rates. The UNC Association of Student Governments as an organization of engaged student leaders with a new mission statement and detailed strategic plan are poised to make a difference in improving graduation rates and other areas of concern.

Mission Statement

The student leaders of the University of North Carolina system created the following new mission statement at their retreat on July 14, 2008:

Founded and funded by students, the University of North Carolina Association of Student Governments champions the concerns of students and ensures affordability and accessibility to quality education today and tomorrow.

The entire group worked in collaboration to create the new mission statement with the ToP method (Technology of Participation, from The Institute of Cultural Affairs U.S. A.) used nationally and internationally.

At the “A Mid-Summer Night’s Dream” banquet, celebrating the beginning of a new year for the organization, Senior Vice President Ashley Yopp explained the group wanted to create a mission statement and that she believed in time this new mission statement would be realized.

SWOT Analysis

The student leaders analyzed UNCASG's strengths, weaknesses, opportunities and threats/challenges.

Strengths

- Strong President in T. Greg Doucette
- Strong Senior Vice President in Ashley Yopp
- Strong overall leadership team
- Willingness to collaborate this year
- Culture of accountability developing
- Have great knowledge in the group
- Developing good systems and structures
- Strong advocacy voice

Weaknesses

- Some student governments have not been fully engaged in recent years
- Damaged public image and public trust that need improvement
- Risk that student leaders may become overworked and face "burnout"
- Challenge of continuity in leadership after this year

Opportunities

- To work effectively with UNC General Administration to better serve students
- To create an organization that is more responsive to students' needs
- To ensure that each dollar of the student fee paid to UNCASG is used wisely
- To improve the public image of the organization
- To tangibly affect legislation and public policy
- To collaborate with national resources when needed

Threats / Challenges

- The downturn in the economy and corresponding tuition/fee pressures
- Challenge of serving all students in such a large system
- Challenge of communicating with a wide variety of stakeholders

Guiding Principles of the University of North Carolina
Association of Student Governments

UNCASG is committed to maintaining a positive working relationship with the UNC Board of Governors through regular communication.

UNCASG is committed to creating systems that ensure accountability and hold student leaders accountable to their constituents.

UNCASG is committed to improving communication with its constituent student governments as well as with every student in the system.

UNCASG is committed to serving in a leadership role by promoting and facilitating campus-to-campus collaboration.

UNCASG is committed to student-centered advocacy.

UNCASG is committed to advocating for accessible and affordable higher education.

UNCASG is committed to transparency.

Executive Division Goals and Objectives

Division of Academic and Student Affairs

Goal 1: Develop UNC Today survey

- Objective 1A: Survey scope developed by July 30, 2008
- Objective 1B: Identify participation of constituent business school to develop survey questions and prepare promotional materials by mid-August, 2008
- Objective 1C: Finalize survey questions and test balloting software by mid-September, 2008
- Objective 1D: Survey begins October 1, 2008 and ends November 30, 2008
- Objective 1E: Raw data and analysis provided to ASG by Council of Student Body Presidents meeting in December, 2008
- Objective 1F: Findings are published and furnished to UNC Board of Governors during January, 2009

Goal 2: Research textbook issues

- Objective 2A: Research on tax-free textbooks completed by September 15, 2008
- Objective 2B: Research ways to ensure that students are informed in a timely manner about what textbooks will and will not be used for their courses by September 15, 2008
- Objective 2C: Research textbook exchange option by September 15, 2008

Goal 3: Establish a registrar committee to explore ways to improve transfer of credits between constituent institutions.

- Objective 3A: Establish membership by September 15, 2008
- Objective 3B: Establish vision statement, mission statement and committee goals by October 1, 2008.

Goal 4: Explore utilization of peer mentoring/advising and discuss at August 2008 meeting

Goal 5: Begin development of a “Rate My Professor” program based on the NC Central University model in August 2008 and create a report covering the scope of the project by January, 2009

Division of Finance and Administration

Goal 1: Increase transparency

Objective 1A: Develop online check register by October 1, 2008

Goal 2: Ensure that budget is updated and current on an ongoing basis

Objective 2B: Have budget available online by September 1, 2008

Goal 3: Conduct internal audits

Objective 3A: Conduct internal audits quarterly and report to other bodies of governance as required

Goal 4: Ensure accountability by completing financial reforms by August 2008 meeting

Goal 5: Establish the Student Government Foundation by December, 2008

Goal 6: Assist schools in improving their fundraising capacity on an ongoing basis

Goal 7: Collaborate with the Division of Government Operations and Community Services to develop a branding initiative starting on September 1, 2008

Goal 8: Work throughout the year on increasing the public's faith in the organization's handling of its finances

Division of Government Operations and Community Services

- Goal 1: Draft governing reforms one week before the August 2008 meeting
- Goal 2: Establish guidelines for grant funding one week before the August 2008 meeting
- Goal 3: Develop implementation plan for Service NC by October 15, 2008
- Goal 4: Work with constituent student governments to improve their performance and effectiveness on an ongoing basis
- Goal 5: Actively promote UNCASG's meetings and events on an ongoing basis

Division of Information Technology

Goal 1: Implement a new Content Management System for the website to enable people without web expertise to update the website by August, 2008

Goal 2: Complete installation of the Student Government Information Management System module and related infrastructure by August 30, 2008

Goal 3: Install a wiki and add content for each institution

(Facilitator's note: A wiki is a collection of web pages designed to enable anyone who accesses it to also contribute or modify content using a simplified markup language; wikis are often used to create collaborative websites and to power community websites)

Objective 3A: Wiki installed by August 25, 2008

Objective 3B: Wiki has full content by October 1, 2008

Goal 4: Establish an online calendar of events for all institutions

Objective 4A: Calendar framework online by October 15, 2008

Objective 4B: Calendar of events implemented by November 1, 2008

Goal 5: Develop methods to ensure broader outreach via Facebook on an ongoing basis, while ensuring appropriate privacy protections are included

(Facilitator's note: Facebook is a social networking website launched on February 4, 2004; users can join networks organized by school, workplace, city and region to connect and interact with other people)

Goal 6: Begin development of a system-wide database of student organizations and contacts

Division of Legislative and Public Affairs

Goal 1: Analyze legislative calendar of US Students Association's National Student Congress by July 18, 2008

Goal 2: Resurrect and develop the Advocacy Corps

Objective 2A: Advocacy Corps created by August 27, 2008

Objective 2B: Complete recruiting by October 15, 2008

Objective 2C: Complete training by December 31, 2008

Objective 2D: Coordinate execution of promoting the UNCASG's legislative agenda when the NC General Assembly reconvenes in January, 2009

Goal 3: Produce brochure by the August 2008 meeting

Goal 4: Collaborate with the Division of Government Operations and Community Services to plan and finance "Get Out the Vote" initiatives

Objective 4A: Establish guidelines for grant funding one week before the August 2008 meeting

Objective 4B: Evaluate grant funding requests and plan implementation by the end of September, 2008

Objective 4C: Assist with plan execution from October 1, 2008 through November 4, 2008

Objective 4D: Conduct full review of each program's effectiveness by the December 2008 Council meeting

Goal 5: Develop and review the legislative agenda of the organization on an ongoing basis

UNCASG General Goals

- Goal 1: The leadership of UNCASG will determine how to obtain more suitable office space for the Association by October 15, 2008
- Goal 2: The leadership of UNCASG will work with UNC General Administration to ensure that the Association receives an appropriate level of staff support on an ongoing basis
- Goal 3: Andrew Tucker, Associate Vice President of Legislative and Public affairs, will serve as Chairman of the “Tucker Commission” to explore the suitability and objectives of UNCASG holding a statewide leadership conference and will report the Commission’s findings to the UNCASG leadership

APPENDIX A

Campus Reports Presented at the 2008-2009 Summer Retreat

Marcus Bass

Student Body President, NCA&T State University

- *Aggie Pride Rehab* to promote Aggie Pride
- Campus Unity College, beginning of the weekend by class and all classes together on Sunday to develop 10 point agenda; agenda to be evaluated in Spring
- Senate training by Senators
- Think tank to develop new ideas
- SGA Brochure to hand out to students
- *1891 Challenge*, health initiative with campus goal to lose 5,000 pounds

Mark Blackwell

Student Body President, UNC Wilmington

- Marketing the University: increasing marketing at UNCW, more teal in Wilmington (using signs, billboards, flags, etc), promoting UNCW “the brand.” Start changing the marketing focus from an internal focus to more of an external focus. Utilize the communication studies and marketing departments and student marketing/communication clubs to help with these endeavors
- Diversity: increase diversity on campus. Plan to visit high schools in Wilmington and all across the state that have low application numbers for UNCW and invite students at those high schools to apply to UNCW. It will take much planning and will be a difficult process, but diversity is a byproduct of relationships and this plan offers a personal and practical way to positively affect diversity at UNCW. Our diversity initiatives on campus are great, but to improve diversity in terms of numbers and ratios that will require work off campus
- Academics: Improve academics. For some majors at UNCW, gateway classes are always full and this can cause students who need those classes to move on in the major to fall behind. I want to either increase the number of sections for gateway classes or at least increase the size of the current sections to accommodate for the high demand for those particular classes. The fact that 60% of students are graduating within six years and only 40% are graduating within four years is a real problem. I plan to address this by utilizing student advisors. The advisors can play a critical role in educating students on how to more efficiently plan out their four years. The things to stress are simple: 15hrs per semester instead of 12hrs, and remember to check degree audits to make sure one is on schedule (and do it as a freshmen and sophomores). Provide data for the percentages of getting a job according to one’s major. This will help a student be cognizant of the job market as a freshmen/sophomore instead of as a senior when there is not enough time to change majors without extending their time at school.
- Finance: Make the University budget more transparent by having it easily accessible on the website and providing hard copies of the budget in the SGA office.

- Safety: Working together with campus police on initiatives throughout the year to do whatever we can to help in efforts to maintain and improve campus safety.

Jay Dawkins

Student Body President, NC State University

- Cross-cultural exchange program, people paired with different races / religions
- “Pack” student seats at athletic events to correct problem of empty stands
- Fundraiser to place a real bell in the belltower
- Public student fee referenda online for how fees should be used
- Advocate for tax-free textbooks
- Reaching out to Hillsborough street, including businesses and student collaboration on volleyball tournament
- *Wolf Prowl* bus to transports students to/from downtown at night

Tim Ernst

Student Body President, UNC Charlotte

- Constructing a new student union for the students
- Promoting creation of a football team
- Explore light rail system stop on campus and connections to the community
- Campus Safety Week
- Gmail on campus
- Increase marketing efforts by better communicating events, conveying to community the size and benefits of UNC Charlotte, better branding of the university, raising issue of limited space and limited funds

Andrew Griffin

Student Body President, East Carolina University

- Motto for the year: “Continuing to Enhance the Total Student Experience”
- SGA is committed to involving as many students as possible in all that we do through collaboration, participation and the innovation of new ideas with the steadfast mindset that we are all Pirates and no matter what happens the paramount concern for all SGA members is to represent all students to the best of our ability on all matters
- Partnering with the Student Union College Activities Board: the Student Government Association will be collaborating with SAB in order to give the students at ECU a more fulfilling experience. The plan is to join SAB in large scale events where SGA can concurrently inform students on current initiatives and gather ideas for the future. The SAB and SGA partnered this summer to test the formula where over 250 people attended SummerFest 2008. This success has spring boarded both organizations for the rest of the year to collaborate
- Visit Campus Organizations: SGA is going to attempt to visit as many campus organizations as possible throughout the school year to provide assistance in which SGA is capable of providing whether it be funding issues, gathering new ideas, showing the students that they really do matter and lastly, being the servant leaders we pledged to be when we took office

- Student Appreciation Day: SGA will be partnering with various organizations as well as the Student Bookstore to execute student appreciation days. They will occur once a month where free bubble sheets, bottles of water, etc. will be given away for free in order to show all ECU students our appreciation of their commitment to the University. Also, the student store will be donating big ticket items that SGA will be raffling off at the end of the semester to ECU students. SGA will compile possible winning names by taking the names of every individual who attends our events and wants to participate in the raffle. It will be free to all students and this program should attract more students to all SGA initiatives and events on campus. This program is designed to gain a better image on campus for not only SGA but for the Student Book Store as well
- Mandatory Hard Waiver Insurance: this is an issue that SGA is going to tackle this year because Chancellor Ballard has charged us with this task. It was on the radar last year but Chancellor Ballard did not feel comfortable making a decision until he felt there was more of a consensus. SGA will assist him in the initiative of engaging more students with the process of whether or not to have ECU becomes a University where in order to be a student you must have health insurance either through the University or a comparable plan from an outside entity

Nick Ladd

Student Body President, UNC Asheville

- Structural work, providing better communication
- Implement comment boxes
- Improve transparency
- Implement content management system online, find easy ways to update websites
- Conduct surveys and talk to students
- Address diversity issues, including reaching out to schools and marketing for increased diversity
- Define current school identity and statement of where the university should head in the future

Josh Miller

Student Body Vice President, Western Carolina University

- Be more available to students, including creating focus groups that report back to the Student Government Association
- Support growth, including a new recreation center, a new cafeteria and new resident halls
- Address corresponding growth issues, including campus safety, football and athletics, and increasing academic needs
- *Beat Appalachian Week*
- Explore ways to increase voter turnout in Student Government elections

David Mofford

Student Body President, Appalachian State University

- Admissions: incoming class of 2012 is most academically qualified in the 109-year history of the University. Class of 2012 boasts an average high school grade point average of 3.88 and an average SAT (math and verbal) score of 1163. Approximately 15,000 applications were received for only 2,794 slots. Admissions standards have increased drastically in recent years, and the University fully expects admission to continue to be competitive over the years to come
- Commitment to a debt-free education: one of the newest programs the University offers is Appalachian ACCESS (Appalachian Commitment to a College Education for Student Success). The ACCESS program allows North Carolina students who are qualified for admission to the university and who come from a family whose income is at or below the federal poverty line to attend the University debt-free
- Outreach to North Carolina: Appalachian has made efforts to reach out to North Carolina, specifically the citizens of northwestern North Carolina. The Appalachian Learning Alliance is a program that allows students to engage in coursework at three community colleges around the region. Students may take Appalachian courses at community colleges in Caldwell, Catawba and Burke counties and graduate from Appalachian with minimal travel to the main campus in Boone
- National accolades: Time magazine's "College of the Year" in 2001, "Best value" from Kiplinger's Personal Finance magazine, The Princeton Review and Consumers' Digest magazine
- Attention on the athletic field: 2005, 2006, 2007 NCAA Division I Football National Champions; winners of the Southern Conference's Commissioner's Cup for the third straight year (best overall male athletic department); Mountaineers' 2007 triumph in Michigan's fabled "Big House" yielded front page headlines in the New York Times, USA Today and Sports Illustrated as well as an ESPY award nomination for the "Miracle at Michigan"; \$2.3 million raised for athletic scholarships (to date) by the Yosef Club, Appalachian athletics' fundraising arm

Ashwin Peres-da-Silva

Student Body President, NC School of Science and Mathematics

- Arrange community service projects
- Working to get student discounts at businesses
- Centralize operations by establishing an office
- Currently not allowed to fundraise but only have \$7,000 budget; would like to explore ways groups could have permission to fundraise
- Collaborate with other STEM residential high school Student Governments throughout the United States

Harold Respass

Student Body President, Winston-Salem State University

- This year's theme is "I Believe in WSSU"
- Boosting school spirit to create high morale among students and improve the university experience, to produce alumni who will want to financially support their alma mater
- Cabinet position created dealing with alumni affairs
- Going green, including ensuring that lights are turned off when not needed, recycling is available in residence halls, and use of fluorescent lights
- Improving relations with the community and building the brand of WSSU
- Boosting political awareness by involving students in local and state elections as well as the national presidential election
- Reduce textbook costs by researching subject, ensuring students do not buy books they do not need, exploring alternative methods
- Advocate against tuition increases
- Improve food service with student body input
- Encourage diplomacy with administration
- Explore fees to support sports
- Winston-Salem State University Student Government Association scholarship for new student
- Concentrate on safety issues including walking the campus
- Evaluate student government projects to ensure accountability
- Improve communication including through a new newsletter

Michael Tusso

Student Body President, UNC Greensboro

- Work on visibility and image
- Explore idea of bringing back old traditions, such as class jackets
- Expanding licensure to create UNC-G t-shirts, etc
- Expand health food options (currently ranked as 6th fattest campus in the nation)
- Improve accountability, image and effectiveness of Student Government Association
- Going green using solar panels
- Address parking shortage issues – plan to purchase lot behind campus

Kent Williams

Student Body President, NC Central University

- Continue programs already in place within NCCUSGA; all programs will be reviewed in complete detail to see if they are of asset to our students; Eagle Internship Program, Eagle Coaching Program, Eagle Mentorship Program, Council of Organization Presidents
- Homecoming 2008: Gain national sponsors, invite major artists, revamp Fashion Show, incorporate alumni
- Collegiate Readership Program: partnership with USA Today; program provides newspapers of our choice including USA Today to inform students of pertinent news and information

- Unity Fest: Organize with Duke University, Durham Tech and UNC Chapel Hill to have the annual Unity Fest with the City of Durham
- NCCU Takeover: responsible for making sure all local businesses have NCCU paraphernalia. It's time for NCCU to be exposed just like our surrounding universities Duke and UNC-CH
- Health Day: health initiative with the NCCU Health Department, City of Durham Health Department and local News stations; free health test for NCCU students, faculty, staff and administrators as well as the local community
- Durham Alive: expose NCCU and the community to local businesses; Street Festival
- University Improvements: overall look of NCCU; recycling program; Fire-Side Chat with the Chancellor
- Concerns:
 - Lack of responsiveness for student issues; Follow Up Forums with the Student Body
 - Advisement: efficient, effective, and knowledgeable advisors; knowledgeable Student Body; advisement on professional development
 - Publicity/Communication: improve communication with students, administration and community; consolidated email from Public Relations
 - Lack of scholarships for continuing students: decreases retention and graduation; students are leaving to go to new schools that will give them scholarships; students often times have to decide to focus on academics or employment
 - Place students issues first: increase transparency; increase communication; set definite deadlines
 - Full administrative endorsement and support of all North Carolina Central University Student Government Association (NCCUSGA) initiatives: Eagle Accountability Database; Eagle Internship Program; Eagle Coaching Program; Student Giving Campaign; "Unity and Progress" Mixers; Fireside Chats; NCCUSGA Week of Events; Homecoming 2008
 - Academics: re-evaluate the use of Math Excel as a testing resource, eliminates students ability to receive partial credit for their work; book assignments two weeks before first week of classes, Tax-Free Weekend; full BlackBoard usage among all departments
 - Rejuvenate campus life: uplift our Student Body; provide adequate funding for Student Organizations; increase community and alumni involvement
 - Administrative: increase organization and accountability among all departments; clear and defined Department Procedures, Rules, and Regulations
 - Financial responsibility: ensure fiscal management is ethical and legitimate
 - Revamp scholarship awards: provide revenue to offer scholarships to continuing students
 - New Website: work on dead links; reorganization of the information
 - MTVU: partnership with MTV University

- New Student Union: explore the idea of contacting Extreme Makeover Home Edition to tear down and rebuild our Student Union

James Jefferson

Student Body President, Fayetteville State University

- Setting the standard and building a foundation: in effort to expand the on campus leadership of FSU the Student Government Association will strive to build strong competent student leaders throughout the campus. The SGA will accomplish this goal by:
 - Developing programs that build social consciousness within the student body
 - Increasing student empathy
 - Promoting academic excellence
 - Engaging students in open forum discussions to develop problem solving strategies
- Can You Hear Me Now?: the Student Government Association will answer the challenge of increasing the involvement of on-campus and commuter students. The SGA will accomplish this goal by:
 - Collaborating with various campus clubs and organizations
 - Implementing and maintaining suggestion boxes throughout campus
 - Developing a student message board on the Student Government Association website
 - Hosting multiple SGA meet and greet sessions
 - Establishing an open door policy for the SGA office
- Project Outreach: as a prominent force in the city of Fayetteville, the Student Government Association will be actively engaged in the surrounding Fayetteville community. The SGA will accomplish this goal by:
 - Touring area high schools in order to create relationships and mentor young men and women
 - Hosting a bi-yearly Community Service Week
- Designed with YOU in Mind: It is imperative that the students of FSU recognize, understand, and appreciate the established traditions and customs of the University as well as acknowledge newly created traditions. The SGA will accomplish this goal by:
 - Accentuating the rich history of FSU
 - Highlighting and displaying student artwork throughout campus
 - Boosting student moral through enhancing current traditions and customs
- SGA Retention: the Student Government Association will be obligated to retaining at least 25% of its current membership for the 2009-2010 academic year. The SGA will accomplish this goal by:
 - Improving communication within the Student Government Association
 - Developing a knowledgeable membership base
 - Establishing internal mentorship

APPENDIX B

Definitions and Implementation

Definitions

- **GOALS:** the “What,” what the organization hopes to achieve in the long run; abstract but not vague
- **OBJECTIVES:** the precise “What,” more specific and measurable
- **STRATEGIES:** the “How,” how the group is going to achieve its objectives
- **ACTION STEPS:** the precise “How,” the specific steps needed which include responsible person, time frame, budget and funding source

Strategic Plan Implementation

1. Prioritize goals and objectives on the strategic plan as needed
2. Develop strategies
3. Develop action steps, with each action step including (i) person or specific group assigned the step, (ii) the timeframe for completion, (iii) the budget needed and (iv) the source of funding for that budget

Example of Action Steps Chart

Goal 1: Advocate for Association’s legislative agenda

Objective 1A: Plan an advocacy event to advocate for legislative agenda by October 25, 2008

Strategy 1: Advertise and plan the advocacy event				
Action Step	Person / Group Assigned	Completion Timeframe	Budget Needed	Funding Source
Advertisement placed in newsletter and emailed to all student leaders	Andrew	August 9-15	Cost of advertising	Communication line item
Hold planning meeting to set agenda for event	Leadership team	September 4-18	Travel and food costs for participants	Officer Travel line item

Chart provided for your use

Goal:

Objective:

Strategy:				
Action Step	Person / Group Assigned	Completion Timeframe	Budget Needed	Funding Source