

EXMSS 2010 STRATEGIC PLAN (DRAFT)

BROAD GOAL/AIM	Primary Actions (new initiatives)	Secondary actions	Achievement Indicators
To re-develop our electronic network of support for all members, focus on social and study support.	Redesign the website for two-way communication and user interest. Manage and encourage use of the community site.	Explore various widgets for their suitability. Eg carpooling	Receive feedback through the new website. Make ongoing changes to the website.
Incorporate the magazine into the communication strategy	Semesterize <i>Off Campus</i> . Professionalise the advertising budget with agent.	Create connections between <i>Off Campus</i> and the community website. Consider electronic magazine options	Successful operation of voucher system. Work within the budget Produce a quality publication
Create an environment where the Regional support is effective in supporting students	Define the support network needed to satisfy the goals of regional support and create a plan of action to provide that support. Update the operational manual	Set up forum for regional support to discuss issues on the web Get feedback from regional support people Define a reporting system for EARs	Personalised support made available to regions Literature is updated Feedback from students and regions is positive
To capture revenue that maximises benefits to students	Increase advertising revenue Apply for grants to pursue specific projects	Targeted requests for contributions to the scholarship fund	Advertising revenue target \$20,000 Project funding applied for.
Develop practices of operation, governance and representation that reflect our Treaty obligations	Get the Cultural Object into the Constitution. Maori blog (contracted or TMA feed?)	Roll out the Maori Engagement strategy. Targeted emails to this group	Objects revised in time for AGM Engagement occurring
To effectively communicate our services to our members	Increase use of website Use targeted emails to promote services. Include services list in the Massey study guides in the form of a bookmark. Targeted publications	Press Release about level of scholarships and services Events to be captured and used for promotion of EXMSS Staff to blog.	Website hits increase Press releases have occurred Forums on website are active
Increase the professionalism and use of Review It	Apply for funding for Review It. Complete updated programme. Disseminate programme to other student associations.	Press release about Review It when taken up by a notable group of Students Associations	Response rate to be >20% in second semester. Other student associations using rate it
To increase the level and equity of services , events and promotions to members	Create a scholarship Trust Fund. Run Graduation performance competition. Support Massey study seminars. Provide incentives such as AWG. President to blog regularly Run more competitions/promotions	Provide a help notice board at Albany and Wellington campuses Run small events on campus during contact courses Define services that meet cultural needs	Shuttle bus system operating Help boards to be in place in Albany and Wellington 2010 Promotions/events planned, captured and executed within budget
To operate in a professional manner	Review the Policy and Procedure manual and incorporate into a Systems Operation Manual.	Ensure daily operation follows Policy and Procedure guidelines	No deviations from policy and procedure. Operating Systems Document written
To maintain independence while developing strategic partnerships with Massey and other Stakeholders	Ensure continuing activity of President in representational role	President to be involved in stakeholder meetings including Maori groups	Positive feedback from Massey and other stakeholders. Review Presidents performance