

SAMRU Strategic Plan

July 1 - June 30

2025- 2030

Approved by:
SAMRU Student Governing Board

MISSION

We represent and serve students to help them succeed.

VISION

A vibrant and inclusive campus community where every student feels connected, supported, and empowered.

VALUES

Support

- We actively seek out and listen to student needs and feedback.
- We advocate for student concerns at the university and beyond.
- We develop and deliver programs and services that are relevant and responsive to student needs.
- We provide opportunities for students to develop important skills beyond their classroom learning.

Inclusion

- We embrace and celebrate diversity.
- We operate safe and welcoming spaces.
- We challenge discrimination and bias, and encourage others to do the same.
- We foster a welcoming and inclusive campus environment where students feel valued and respected.

Integrity

- We maintain high standards of ethical conduct.
- We manage finances, risk, and privacy responsibly.
- We ensure accountability and transparency in decision-making processes.
- We build trust with students and stakeholders through responsive, consistent, and sincere communication.

VALUES

Creativity

- We encourage creativity and innovation in our work.
- We seek out new opportunities to engage and support students.
- We offer fun and engaging experiences for students.
- We promote a culture of experimentation and managed risk-taking.

Community

- We build strong relationships with students, staff, faculty, and community partners.
- We engage employees and volunteers in their work and with our organization.
- We create social opportunities and foster a sense of belonging and community among students.
- We work collaboratively to create a connected and supportive campus environment.

GOALS & OBJECTIVES

Goal: To increase member engagement and connection in order to support a thriving student community.

<i>Listen, Learn, Inform</i>	<i>Improve, Innovate, Advance</i>
<p>Objective: Define and develop baseline measurements for engagement and connection by September 2025.</p> <p>Objective: Develop and enhance methods of understanding member needs by the end of the 2026 fiscal year and on an annual basis thereafter.</p> <p>Objective: Develop and enhance effective methods of communicating SAMRU offerings and evaluate the effectiveness of those methods annually by the end of each fiscal year.</p>	<p>Objective: Develop or improve relevant member offerings through data-driven decision- making, evaluated annually during each budget planning cycle.</p> <p>Objective: Create new strategic partnerships and collaborations that align with SAMRU’s interests and promote increased member engagement and connection, evaluated annually by the end of each fiscal year.</p> <p>Objective: Increase programs and services that support the building of connections among members and between members and SAMRU by 25% over the five-year period.</p>

GOALS & OBJECTIVES

Goal: To create a more equitable and inclusive campus community.

<i>Listen, Learn, Inform</i>	<i>Improve, Innovate, Advance</i>
<p>Objective: Increase our understanding of equity, inclusion, access, and antiracism through member and community engagement, and professional development, with progress reported to the Board annually.</p>	<p>Objective: Develop measurements, including a baseline, for representation priorities relating to campus equity, inclusion, access and antiracism by September 2025, and report on progress annually thereafter.</p> <p>Objective: Integrate equity, inclusion, access, and antiracism principles into all levels of our work by creating and implementing annual plans and evaluating organizational results at the end of each fiscal year.</p>

GOALS & OBJECTIVES

Goal: To enhance SAMRU’s presence and credibility with all stakeholders.

<i>Listen, Learn, Inform</i>	<i>Improve, Innovate, Advance</i>
<p>Objective: Assess information needs around SAMRU structure and roles and responsibilities; build an information repository; and address understanding gaps with all target groups by the end of the 2026 fiscal year and annually thereafter.</p>	<p>Objective: Build and implement a training program by the end of the 2026 fiscal year, to educate new SAMRU employees and volunteers on the benefits and best practices of SAMRU’s roles and responsibilities, preparing them to articulate SAMRU’s value to those they interact with.</p> <p>Objective: Improve SAMRU’s self-promotion, visibility and branding, including differentiating SAMRU from MRU, as measured by a 10% increase in awareness of membership and autonomy over the 5 year period.</p>

GOALS & OBJECTIVES

Goal: To make the Wyckham House Student Centre an indispensable part of campus life.

<i>Listen, Learn, Inform</i>	<i>Improve, Innovate, Advance</i>
Objective: Assess the factors impacting Wyckham House Student Centre foot traffic by December 2025 and reassess annually thereafter.	Objective: Develop and implement annual strategies to address changes in factors and grow Wyckham House Student Centre foot traffic by 2% on average each year (10% over 5 years)