



# VALDOSTA STATE UNIVERSITY

Division of Student Affairs  
STUDENT GOVERNMENT ASSOCIATION

## 2014-2015 STRATEGIC PLAN

Tyler E. Barker, *President* | Nicholas S. Buford, *Vice President* | Taylor Malone, *Secretary* | Tamelia K. Hall, *Comptroller*

Updated 8/25/2014 3:30 PM

### 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 Empowerment: Pride, Tradition, & Unity"* –SGA President Tyler Barker  
*"Accountability, Accessibility, and Transparency"* –SGA Vice President Nicholas Buford  
*"Engaged Innovation"* –University President William McKinney

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*"A leader is one who knows the way, goes the way, and shows the way."*

*"Make measurable progress in reasonable time."*

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

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

*"Take the first step even when you don't see the whole staircase."*

*"The aim of argument, or of discussion, should not be victory, but progress."*

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### **Objective #1: Continuing to bridge the gap between SGA, the student body, and administration.**

#### *Strategies:*

1. Maintain SGA 24 hour concern hotline that will be forwarded to the executive board on duty cell phone.
2. Hosting "Town Hall" meeting for students to voice concerns openly with University President, VP of Student Affairs/Dean of Students, and SGA President.
3. Maintain Bi-weekly Energizer Booths for students to establish a relationship with SGA Senators, and to engage the student body
4. Establish relationships with university personnel (college deans, departments, etc.) to articulate student issues and concerns.
5. 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 Academic course syllabus.
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.)
  - g. Engaging Promotional Videos to address student body of university updates
5. Order SGA polo's and name tags, which will be mandatory for all SGA events, meeting Mondays, and functions.
  6. Advocate for more involvement in SGA from graduate, commuter, non-traditional, and international students.
  7. Ensure strong student representation on university committees (Faculty Senate, Dining Advisory Board, Parking & Transportation, Housing & Residence Life, search committees, special committees, etc.)
  8. Establish a campus safety week to increase safety awareness and issues on campus via Safety Awareness Mascot.
  9. Continuing to collaborate with VSU student organizations and University departments

**Objective #3: Maintaining and improving transparency of all student groups on the internal and external workings of SGA.**

*Strategies:*

1. Improve the commitment of SGA committees.
  - a. Require bi-weekly written reports on the progress of committee's goals.
  - b. Restructure Student Affairs committee including student organization development chair, special projects/events coordinators, classification representatives, student life experience representatives, etc.
2. Establish a monthly meeting with SGA Executive Board and all Committee chairs' to discuss University initiatives and event planning
3. Establish cohesiveness and effective communication between all three branches of SGA.
4. Advocate and Educate co-sponsorship application and detailed outline of policies and regulations for student organizations to request funding.
5. Compile an administration notebook/Dropbox outlining transitional documents, outlines, reports, etc. to ensure continuity of SGA in future years.
6. Establish mandatory One on One meetings between President and SGA senators
7. Using Senators as SGA surrogates with VSU organizations to establish effective communication
8. Increase usage of statistical information in proposals.

**Objective # 4: Improving internal Infrastructure of The Senate in terms of the advancement of SGA**

1. Establish Executive Leadership training/shadowing in February of the 2015 Spring Semester
2. Establishing an Electronic List-Serve to be utilized amongst all Committee Chairs within the USG Comprehensive/Regional institutions respective SGA to provide networking opportunities and effective communication
3. Establish a networking resource amongst past, present, and future SGA Senators and Executive Boards to improve alumni connections (LinkedIn, Career Facebook Group)
4. Increase annual recognition and continued tradition for all branches of SGA in respect to their respective term of service to the student body (Yearbook, Plaques, & Transition Dinner, etc.)

**Objective #5: Recognition for the unsung heroes (faculty, students, faculty, and community) of VSU.**

*Strategies:*

1. Develop a foundation to partner an endowment of a student scholarship for students via SGA Emergency Fund
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, & Student Run Philanthropy etc.)
5. Establish a relationship with Editor in Chief of *The Spectator* and BlazeFM to start student and faculty spotlights.

**Objective #6: 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, Homecoming King, university wide phone app, university t-shirts, etc.)
3. Strong Representation on the Freshman Convocation & Commencement Committee to improve V-State experience in support of recruitment, retention, and graduation.
4. Seek incentives for students (i.e. student discount cards, well-planned SGA week, etc.)
5. Collaborate with Athletics to promote student participation and involvement at athletic events (i.e. Blazer Bonfire, Pep Rallies, and Blazer Tailgate).

**Objective #7: Improve the quality of student life.**

*Strategies:*

1. Establish a relationship and partnership with Campus Activities Board & Greek Life to develop more unified and well-promoted student events to enhance student life.
  - a. Examples: Concert, Unity Night, Monthly Block Parties on the Quad (First Friday)
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 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>• Improve quality of surveys – guided and open ended questions</li> <li>• SGA funded events catering to one student group</li> <li>• Attendance to faculty senate committees</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, Dining Dollars roll over, V-Store (Dining Services Advisory Board)</li> <li>• Bus Stop Covering on Georgia Avenue</li> <li>• Freshness in Student Life &amp; Affairs (concert</li> </ul>

- SGA committee strength

University:

- Homecoming experience
- Commencement experience
- Convocation experience
- Freshman Mentoring Program
- Lack of tradition and pride
- Lack of diversity/multi-cultural activities

for students, etc.)

- GPS Tracking for Shuttle Buses
- Seek corporate sponsors for student incentives
- Event Services policies and communication
- Executive Leadership Academy
- Incentives for Chief Justice & Associate Chief Justice
- Stipends for Senators
- Capital Campaign
- University Colleges Ad-hoc Committee
- SGA Sponsored Monument