



## **Associated Students of Western Washington University Strategic Plan**

This comprehensive plan will set a strategic direction for the organization. It will include mission, values, and objectives of the organization.

### ***Mission'***

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We, the Students of Western Washington University, have the right and responsibility to achieve a system of shared governance. For this purpose the Associated Students of Western Washington University (ASWWU) has been established. The ASWWU will:

- Foster students' rights and responsibilities
- Promote the general welfare of students
- Establish channels of communication within the University
- Represent student interests and opinions to the University Administration, Board of Trustees, and appropriate governmental agencies

### ***Objective***

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The ASWWU exists to ensure student representation in decisions that impact students! support leadership development! provide resources, activities, and information for students! and provide opportunities for students to organize themselves around their special interests, in order to further achieve the mission of the university and complement classroom education.

### ***Values'***

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The Associated Students is a constantly changing and innovative organization that evolves to fit current student needs while following our mission. Though current student needs change through the years, the Associated Students as an organization holds core values which are central to our mission and provide a framework for collective leadership. The core values identified by the Associated Students are^



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### **Student Representation:**

The Associated Students believes in empowering students to represent student interests at all levels of decision-making. We encourage and provide opportunities for students to participate in decisions related to programming, budgeting, policy-making, and short-term and long-term actions. This representation occurs internally through managing a program of student activities and services and externally through communication with the University Administration, the Board of Trustees, the Faculty Senate, and appropriate governmental agencies. Through this, we empower students to take part in the shared governance of Western Washington University in all issues related to students.

### **Collaboration:**

The Associated Students believes that a collaborative environment is the best way to optimize the resources and support available to students. To achieve this, we believe in building strong partnerships, both internally and externally, by practicing open communication, working toward shared goals, and addressing the needs of stakeholders equitably.

The Associated Students plays a dual role as its own organization and as a part of the Western Washington University structure. In this dual role, the Associated Students forges connections and intentionally looks for creative ways to collaborate. Collaboration between AS departments and offices allow us to explore intersectionality of identities, reach new communities, and share resources. External collaboration allows us to outreach to new student populations, creates new leadership opportunities, and improves our relationships with members of our campus community. As a part of improving strengthening partnerships across our campus, the Associated Students strives for increased communication between students, faculty, staff, and administrators.

### **Student Learning and Development:**

The Associated Students affirms that the educational experience of students extends beyond the classroom. We believe this co-curricular learning is crucial for the personal and professional development of students. We encourage students to grow through developing and applying their knowledge, skills, values, as well as their sense of self and of community.



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The Associated Students provides development opportunities for students through employment and work-study positions, internship experience, volunteer opportunities, club involvement and other collaborative efforts. The program of student activities developed through these opportunities in turn provides services, activities, and events for the greater student population. These services, activities, and events are used to develop and nurture the lifelong learning processes of Western students.

### **Inclusion<sup>^</sup>**

The Associated Students appreciates the importance of being inclusive and accessible to all Western Washington University students. Ensuring inclusion of all students allows us to develop a community of diverse perspectives and interests. As an organization we place a high value on inclusion and strive to constantly reach out to student populations across campus.

We strive to honor the contributions of all members of the Western community by listening to varying perspectives while providing a safe space to dialogue. As an organization we have a strong commitment to diversity and non-discrimination. We are open to every student regardless of age, ethnicity, race, sex, gender identity, nationality, religious and/or ethical beliefs, sexual orientation, size, socioeconomic background, and disabilities.

### **Community and Social Engagement:**

The Associated Students believes in creating and fostering affirming spaces in which students are able to connect with peers around common interests and interests they deem important. These spaces are intended as welcoming communities which give students a place to belong, develop a sense of self, and build relationships with their peers. The growth of these communities results in an abundance of engagement opportunities being extended to the greater student body in the form of educational and entertainment events, organizational involvement, and participation in governance and various projects and initiatives.

We believe in encouraging the exploration of diverse ideas and opinions in order to broaden areas of knowledge and interest within our student population. As a part of this broad knowledge and interests, we believe in enriching our communities by supporting student initiatives that reflect the values, goals, and needs of the current student body. We believe that this intentional encouragement is the best way to empower Western students to be the change-makers of tomorrow.



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### *Strategic Objectives-*

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The AS Board of Directors, as elected officials and managers of the AS organization, have identified strategic directions that will move the AS toward fulfilling the mission and upholding the values of the AS. The strategic directions identified by the AS Board of Directors are:

- ◆◆ Support student representation in decisions which impact students.
- ◆◆ Increase understanding, knowledge and a sense of ownership of the AS Organization.
- ◆◆ Improve the internal structure of the AS organization
- ◆◆ Improve collaboration with organizations and university departments outside of the Associated Students

#### **Support for student representation in decisions which impact students.**

- The AS will develop more effective methods of actively reaching out to students to identify issues of interest or concern.
- The AS will develop a method of responding to identified student interests and concerns.
- The AS will strengthen the AS committee system to be more effective decision-making bodies.
- The AS will develop training system for students to become effective committee members.
- The AS will develop a system for the AS Board of Directors to be more accountable to the student body.

#### **Increase knowledge and understanding of the AS organization.**

- Internal AS departments and offices will know they are a part of the AS and understand how they fit within the context of the organization.
- Western Students will be able to articulate the impact that the AS has had on their Western experience
- The AS will improve the accessibility of AS services, resources, activities, and opportunities for students.
- The AS will implement information-dissemination and marketing strategies that will ensure that the offerings and messages of the organization reach a broader segment of the student body.



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### **Improve the internal structure of the AS organization**

- Identify key outcomes, concepts, and trainings for the AS-wide staff development program, as well as a long-term method assessing all AS training programs.
- Improve support for AS departmental trainings and centralize information related to individual training topics.
- Maximize the effectiveness of the AS Club system by establishing infrastructural improvements that will allow for better system-wide communication, assessment, utilization tracking, and inter-club coordination.
- AS employees will have legacy documents related to job responsibilities, tasks, and other information relevant to the position.
- The AS will have updated, accessible, and consistent policies and procedures in the Peabody format.
- The AS will develop a clear methodology for the gathering and dissemination of statistics, demographic information, and information crucial to internal operations.
- The AS will intentionally support student groups which are traditionally not reached out to or included. These groups include but are not limited to: 1<sup>st</sup> year students, graduate students, transfer students and out-of-state students.
- The AS will provide programming and services that increase support and enhance student's academic experience including opportunities for faculty and staff to interact.

### **Improve collaboration with organizations and university departments outside of the Associated Students**

- Identify and collaborate with offices and organizations on the WWU main campus regarding issues of importance to students.
- Better utilize the expertise on Western's campus to improve AS services and opportunities for students
- Develop and improve State-wide coalitions and relationships with other student organizations and student governments.

*Approved by the AS' Board of Directors on March 14, 2011 by motion ASB-11-W-54.*