

Operational Plan: DCSI

About Us	<i>Durham College Students Inc. is an incorporated, not-for-profit, student-run organization. We are your student government, your campus services, your student life, and we represent your voice on campus. Every full-time student is a member and you are encouraged to get involved in activities, understand the services provided, and participate in the events and programming we offer to students.</i>
Mission	Putting the students' needs at the forefront —providing quality campus engagement and services for every full-time student.
Vision & Values	Enhancing the student experience Achieving our mission is guided by our values - Good Governance practices, Excellent Student Services and Inclusive Engagement

Strategic Goals	Focus for 2017-2018	What does success look like?
<p>Develop a strong governance model</p> <ul style="list-style-type: none"> <input type="checkbox"/> Upholding the principles of transparency, engagement and accountability <input type="checkbox"/> Creating a new culture of good governance <p>Services are developed with a #StudentFirst focus</p> <ul style="list-style-type: none"> <input type="checkbox"/> Access to counselling and an extensive food bank <input type="checkbox"/> Personal support and avenues for students to engage in campus life and excel both socially and professionally <p>Create a respectful platform for all students to voice their opinions.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ensure an open, diverse and inclusive environment <input type="checkbox"/> Support student initiatives <input type="checkbox"/> Develop a culture of involvement 	<p>Governance</p> <ul style="list-style-type: none"> <input type="checkbox"/> 2017/2018 Student Election <input type="checkbox"/> Policies and bylaws have been created with reviews and controls in mind to ensure stability moving forward <input type="checkbox"/> Implement a management model for HR, Finance and KPI reporting <p>Services</p> <ul style="list-style-type: none"> <input type="checkbox"/> Improve equipment and resources for outreach services <input type="checkbox"/> A focus on Mental Health and Wellness <ul style="list-style-type: none"> <input type="checkbox"/> Yellow Bench project <input type="checkbox"/> Food Insecurity Project <input type="checkbox"/> Student Health Insurance RFP discussions – inclusion with DC partners <p>Engagement</p> <ul style="list-style-type: none"> <input type="checkbox"/> 2017/2018 Student Election <input type="checkbox"/> Strike communications and support <input type="checkbox"/> Increase partnerships across Durham college <ul style="list-style-type: none"> <input type="checkbox"/> Events and Committees <input type="checkbox"/> Community partners <input type="checkbox"/> Sports and DC Lords 	<p>Governance Metrics</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full student executive and board <input type="checkbox"/> Full policies & procedure manuals <input type="checkbox"/> Onboarding of new management and systems <p>Services Metrics</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hired a social services worker for growing need <input type="checkbox"/> Participate in community initiatives <input type="checkbox"/> Improved accessibility for students to ask questions - Hire CSR for front-line support, new website <p>Engagement</p> <ul style="list-style-type: none"> <input type="checkbox"/> DC & Students actively seek to access DCSI for initiative support as a partner and facilitator <input type="checkbox"/> DCSI creates and promotes opportunities to hear from students (ex: Q&A with Meri Kim)

Operational Plan: Management & Administration

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Goals	Strategy	Focus for 2017-2018	What does success look like?
	<p>Awareness of DCSI</p> <ul style="list-style-type: none"> <input type="checkbox"/> Work with Communications <input type="checkbox"/> Build relationship with the depts. within DC <input type="checkbox"/> Participate! <p>Organizational Development</p> <ul style="list-style-type: none"> <input type="checkbox"/> Internally focused/dept. and individual approach <p>Student Voice in management of Services</p> <ul style="list-style-type: none"> <input type="checkbox"/> Voice of the student is included 	<p>Awareness</p> <ul style="list-style-type: none"> <input type="checkbox"/> Participate in Elections <input type="checkbox"/> Participate in committees and working meetings <input type="checkbox"/> Create opportunities for linkage for cross promotion <p>Organizational Development</p> <ul style="list-style-type: none"> <input type="checkbox"/> Implement HRIS systems <input type="checkbox"/> Develop internal processes for HR, Finance and Management <input type="checkbox"/> Create 1:1 sessions for ongoing feedback with staff and management <input type="checkbox"/> Quarterly Staff meetings to discuss updates, and ideas for improving the student experience <p>Student First Approach</p> <ul style="list-style-type: none"> <input type="checkbox"/> RFP Process in 2018 <ul style="list-style-type: none"> o for Health Plan and o Auditor Services <input type="checkbox"/> Survey approach for ensuring input for various initiatives 	<p>Awareness</p> <ul style="list-style-type: none"> <input type="checkbox"/> # Participation Numbers <input type="checkbox"/> Active voters <input type="checkbox"/> DC proactively approaches DCSI <p>Organizational Development</p> <ul style="list-style-type: none"> <input type="checkbox"/> 100% of staff on BambooHR <input type="checkbox"/> Workplace policies in place <input type="checkbox"/> Staff engagement increases <p>Student First</p> <ul style="list-style-type: none"> <input type="checkbox"/> Students engage in surveys <input type="checkbox"/> # of students who contact @DCSI or dcsinfo@durhamcollege.ca

Operational Plan: Communication and Marketing Plan

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Positioning

DC Students Inc. is an active, transparent and student led organization supporting **#StudentFirst** initiatives and services.

Goals	Strategy	Tactics/Focus for 2017-2018	What does success look like?
Communication Strategy 1. Increase Awareness of DCSI 2. Create School Spirit 3. Promote Transparent Communication	Increase Awareness <ul style="list-style-type: none"> <input type="checkbox"/> Establish the student voice across all campuses <input type="checkbox"/> Engage and Leverage Digital Technology <input type="checkbox"/> Be consistent Create School Spirit <ul style="list-style-type: none"> <input type="checkbox"/> Increase Sport outreach <input type="checkbox"/> Build ambassador and volunteer base <input type="checkbox"/> Developing partnerships throughout the school Transparent Communications <ul style="list-style-type: none"> <input type="checkbox"/> Clear governance rules and structure <input type="checkbox"/> Equitable Election process <input type="checkbox"/> Explain Benefits - Health and Insurance is timely, and clear 	Increase Awareness <ul style="list-style-type: none"> <input type="checkbox"/> Develop the Brand <input type="checkbox"/> Increase social media activity <input type="checkbox"/> Participate in a rebranding discussions Create School Spirit <ul style="list-style-type: none"> <input type="checkbox"/> Participate and promote games as much as possible on social media & street team <input type="checkbox"/> Be visible where students gather (Halloween Haunt, Open House, the Pit) <input type="checkbox"/> Promote students online or on social (if they are willing) <input type="checkbox"/> Meet various depts. to identify student opportunities for promotions Transparent Communications <ul style="list-style-type: none"> <input type="checkbox"/> Have clear descriptions of executive and board positions with detailed deadlines for elections and other avenues for platforms Active and visible throughout the strike communications <input type="checkbox"/> Useful site, with links and social campaigns 	Increase Awareness <ul style="list-style-type: none"> <input type="checkbox"/> Services are well integrated and resonate with students <input type="checkbox"/> Social media followers are consistently growing <input type="checkbox"/> Clear content calendar developed to maximize exposure (Chronical, SNAP, Signage, etc.) Create School Spirit <ul style="list-style-type: none"> <input type="checkbox"/> DC Lords engages DCSI for ambassadors/promos <input type="checkbox"/> Co-promotion and dept. discussions is normal business practice by all stakeholders <input type="checkbox"/> Interest in attending and sharing DC events by DC students Transparent Communications <ul style="list-style-type: none"> <input type="checkbox"/> Clear election information = increased nominees <input type="checkbox"/> Students understand their benefits as part of their onboarding

Operational Plan: Riot Radio

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Mission	Putting the students’ needs at the forefront —providing quality campus engagement and services for every full-time student.
About Riot Radio	<i>As one of the first visual radio stations in North America, Riot Radio brings new technology and diverse programming to the campus community, where students can create their own shows. With the support of staff, dedicated student volunteers are immersed in virtually every aspect of Riot Radio—they make up our roster of on-air hosts, assistant technicians, and street team volunteers.</i>

Goals	Strategy	Tactics/Focus for 2017-2018	What does success look like?
1. More Awareness of Riot Radio 2. Develop Campus and Community Partnerships	<p>Awareness of Riot Radio</p> <ul style="list-style-type: none"> <input type="checkbox"/> Internal Operational Plan – processes for new volunteer and collaborations <input type="checkbox"/> Full Tech Plan (Implement a plan to better implement new tech requirements) <p>Students First Approach</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create volunteer opportunities <input type="checkbox"/> Create safe space for vulnerable students <p>Respectful Platform</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create a fun and engaging space for creativity & unique programming 	<p>Frontline support, HR Plan (courses, Newtek).</p> <ul style="list-style-type: none"> <input type="checkbox"/> Build Asset list <ul style="list-style-type: none"> o Including lifecycle o Costs o Trend plans <input type="checkbox"/> Advertising/Chronicle <ul style="list-style-type: none"> o Look for awareness opportunities o Tabling, etc. <p>Create Volunteer opportunities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Community Connect <input type="checkbox"/> Pursue mobile team. <input type="checkbox"/> These are ways that we can get students more involved and have us interact with the community. <p>Create Diverse Programming</p> <ul style="list-style-type: none"> <input type="checkbox"/> CICE, Punjabi show, TED Talks, TuneIn Radio(Find ways to interact with various students from different backgrounds) 	<p>Completed personal and department goals</p> <ul style="list-style-type: none"> <input type="checkbox"/> Finance plan is underway, executive and DCSI understand viewership with reporting trends <p>Plan foundation to build mobile team/street team is underway</p> <ul style="list-style-type: none"> <input type="checkbox"/> Includes looking at technologies available and working with various external organizations. <p>Increase in Student Interest</p> <ul style="list-style-type: none"> <input type="checkbox"/> Developing new language shows, <input type="checkbox"/> Banquet attendance <input type="checkbox"/> Viewership and social media followers. (We can monitor these items by tracking attendance and online interactions).

Operational Plan: Outreach Services

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Mission	Putting the students' needs at the forefront —providing quality campus engagement and services for every full-time student.
About Outreach	<i>Our trained staff provide private, confidential counselling and support to students. We assist students with LBGTQ+ related topics, sexual assault survival, sexual health, mental health issues, healthy relationships, food insecurities, housing-related issues and more. We also work collaboratively with community and campus partners who can assist and provide referrals where necessary. We organize fun inclusive events for the campus community.</i>

Goals	Strategy	Tactics/Focus for 2017-2018	What does success look like?
<ol style="list-style-type: none"> More Awareness of Outreach Services to broad student membership. Students feel supported when and how they need it. 	<p>Create Community Supports</p> <ul style="list-style-type: none"> <input type="checkbox"/> Within DC and Durham Community <p>Ensure there is alignment of messaging, including materials and services</p> <p>Identify opportunities to streamline operations to be able to spend more 1:1 time with students</p> <ul style="list-style-type: none"> <input type="checkbox"/> More volunteer supports <input type="checkbox"/> Sign-up sheets? <input type="checkbox"/> Dedicated food bank hours? 	<p>More Event Participation</p> <ul style="list-style-type: none"> <input type="checkbox"/> Tabling <input type="checkbox"/> Stand at other locations <input type="checkbox"/> Riot Radio show (monthly) <input type="checkbox"/> Increase communications on social media <p>Alignment</p> <ul style="list-style-type: none"> <input type="checkbox"/> Review and realign the 'centers' messaging <input type="checkbox"/> Create a materials budget <input type="checkbox"/> Use communications to manage awareness issues and to break the stigma of accessing services <p>Engagement</p> <ul style="list-style-type: none"> <input type="checkbox"/> More volunteer opportunities <input type="checkbox"/> Include more placement students <input type="checkbox"/> Inspiration quotes for reception area – inside and outside 	<p>More Awareness & Engagement</p> <ul style="list-style-type: none"> <input type="checkbox"/> Students are asking to participate <input type="checkbox"/> # of reference letter requests <input type="checkbox"/> Full/time resource added <input type="checkbox"/> # of new opportunities are created <input type="checkbox"/> Clarity in materials and more participation on campus, all students will know the services they can access. <p>Students feel supported</p> <ul style="list-style-type: none"> <input type="checkbox"/> Students accessing services are representative of the full population on campus <input type="checkbox"/> Students are booking appointments