Executive Committee Goal Proposal

Introduction

In order to best serve the constituents of the Alma Mater Society of UBC as members of its Executive Committee, it is pertinent to take time in setting goals and objectives within your respective portfolios. The Oversight Committee was formed to assist in the creation, review, and achievement of said goals, and has put together the following proposal template to help guide you in your goal setting. Throughout the year, members of the Oversight Committee will be in contact to monitor and support you in working towards your goals, however it is encouraged that you reach out to them if you seek support or assistance in between these meetings. Lastly, Oversight Committee is responsible for evaluating your success in achieving your goals over the course of your term and awarding up to 70% of the Performance Accountability Incentive according to said evaluation, as per Code Section VI, Article 1(8)(d).

S.M.A.R.T. Goal-Setting

The Oversight Committee will be reviewing and evaluating goal proposals using the S.M.A.R.T. goal-setting model\(^1\). Please consider the follow when thinking about your objectives for the term:

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The goal is clear and unambiguous without vagaries and platitudes.

To make goals specific, they must detail exactly what is expected, why it is important, who’s involved, where is it going to happen, and which attributes are important.


The second term stresses the need for concrete criteria for measuring progress toward the attainment of the goal.

Clearly defined sub-goals and metrics of success identify a measurable goal.

The third term stresses the importance of goals that are realistic and attainable.

Although an attainable goal may challenge a team in order to achieve it, the goal is not extreme.

The goals are neither out of reach nor insignificant to the scope of work.

The fourth term stresses the importance of choosing goals that matter.

Relevant goals drive the team and organization forward. A goal that supports or is in alignment with other goals would be considered a relevant goal.
• Goals should align with the societal values of the AMS.

**Time-bound**

• The fifth term stresses the importance of grounding goals within a time frame.

• A commitment to a deadline will help focus efforts towards completion of the goal in a timely manner.

• Time-bound goals can be identified as broken into sub-goals with set completion dates.

**Goal Proposal**

Please use the spaces below to outline 3-6 goals, with an appropriate number of sub-goals and metrics based on the above criteria:
GOAL:

Implementation of a U-Pass Customer Service Office. The U-Pass Customer Service office is designed to streamline the process of providing answers to students who have U-Pass related inquiries. At the moment there are three offices that deal with U-Pass related inquiries, and information sharing between the offices is very limited. The AMS currently acts as a catalyst for students to avail of Enrolment Services, that determines U-Pass eligibility and exemption.

SUB-GOALS:

1. Re-create an official office structure for budget committee along with the Executive Director, which will be presented to council

   Deadline: July 23, 2014

2. Implementation of the office in preparation for the September rush.

   Deadline: End of August

3. On-going communication and check-ins for the office staff from the VPX during the September rush. With regular updates on the status of the office to council by both the VPX and the ED.

   Deadline: During and throughout September and October 2014

4. Reassess the effectiveness of the office based on student use engagement, along with administrative efficiency; while providing regular update of the office with the Executive Director to council.

   Deadline: January 2015

METRICS OF SUCCESS:

- 40 % of the inquiries are autonomous to the VPX office.
- Minimum of 50 students give feedback from costumers on the quality service
- Present effectiveness report of U-pass costumer service office and present to council.
- Monthly meetings with U-Pass costumer service office with VP external.
GOAL:
Launch a Get Out the Vote Campaign for the November Municipal Elections

SUB-GOALS:

1. Have representation from the Vice-President External office connect with Elections Canada to gain better insight into best practice methods on how to engage youth in the democratic process.
   Deadline: Dependent on when they host their conference in Ottawa

2. Have Elections Canada or Elections BC come onto campus to present to student on voting.
   Deadline: By November 2014.

3. Host a meeting, or medium where ideas and views on a particular issue can be exchanged on the municipal elections, and the different candidates running.
   Deadline: Early November 2014

4. Provide an overview amount of student participation with the forum. The report will include both statistics and feedback on the events around the municipal election hosted on campus.
   Deadline: January 2015

METRICS OF SUCCESS:

• Have 40 hours of street team time for student outreach for elections.

• 100 students engaging with our information or registration booths.

• Provide report of student engagement with outreach campaigns to council
GOAL:

Launch a Get Out the Vote Campaign for the prospective Public Transit Referendum. The BC government in the winter of 2013 proposed the Provincial Public Transit referendum. The purpose of the referendum is to gauge public acceptance for new public funding to be allocated to public transit. The status currently is that the referendum will take place in March of 2015. The province has left the proposition of the question for the referendum up to the Mayors Council, and we are still waiting for a response from the mayors.

SUB-GOALS:

1. Get elected onto the GetOnBoard Board of Directors
   
   Deadline: June 2014

2. Host a commuter student fair on campus to engage students with the topic of public transit and how it affects them. This fair will be geared towards the UBC community at large, and there will be multiple layers and opportunity for engagement. The event will be advertised through OutReachAMS, through our social media feeds, posters, and street teams.
   
   Deadline: By April 2015.

3. Host a series of registration stations in the sub, to make it more accessible for students to vote
   
   Deadline: April, 2015

4. Host an Outreach AMS online campaign
   
   Deadline: From January all the way up to the referendum

METRICS OF SUCCESS:

- 500 people engage with our commuter fair.
- 500 student engage with online social media campaigns
- 500 students engage with petition.
AMS Oversight Committee

GOAL:
Organizing and hosting the Student Union Development Summit (SUDS)

SUB-GOALS:

1. Hire the SUDS conference coordinator
   Deadline: June, 2014

2. Finding Keynotes for the conference.
   Deadline: July 2014

3. Delegating logistics and assisting in programing for the conference
   Deadline: July 2014.

4. Host and participate in SUDS
   Deadline: August 14-17 2014

METRICS OF SUCCESS:

• Increase delegates participating by 40%

• 30% feedback rate on conference from delegates.

• Generate revenue from the event that will render the event cost neutral.