

AMS Strategic Plan

Core Values

Our core values are overarching – they stretch across our executives, departments, services, business, and operations. They provide the AMS with an organizational attitude; our core values dictate how we treat our staff, our volunteers, and our students. At the AMS, our core values are behind every decision we make; they lead us back to the students, and the student’s opinion. Our core values will challenge use to ask:

- How can we continue to serve our students?
- How can we continue to represent their best interest?

The student experience is at the centre of everything that the AMS does. Our core values bind us to what our students embody in their day-to-day lives. In everything we do, the AMS will strive to collaborate with our campus community; to use data collected from that community to influence our decision making; to be progressive in our initiatives, by introducing original, innovative ideas; to always act in a way that our students feel is warm and approachable; and to be principled in the way that we treat students, the University, and every other group we interact with by holding our values close. Our students live these values in everything they day, and the AMS will strive to do the same.

Collaborative

The AMS understands that it is important to approach every conversation, idea, and initiative with an open mind and a willingness to listen. This mentality allows for the best working relationships, and the most productive working environments. In all of our efforts, the AMS will strive to be engaging and

cooperative with both on and off campus stakeholders to create and sustain partnerships that are valuable to the student body.

On campus, the AMS will continue to further collaboration with the clubs and constituencies, which are integral to the UBC community. To continue to ask for, and act on, feedback from these groups will allow the AMS to push forward new, progressive initiatives that will benefit the student body, and improve the student experience.

Every year, the AMS hosts the Student Union Development Summit to bring together student association representatives from across Canada. SUDS will continue to provide them with a platform to share their experiences, ideas, and best practices for running a successful student-oriented organization. In addition, this will allow the AMS to integrate operation best practices and innovative programming into current offerings, to enhance the UBC experience.

Data Driven

The AMS will continue to use consultation focused planning to guide discussions around new initiatives and internal and external advocacy efforts. This will enable the AMS to:

- Effectively utilize our advocacy resources on initiatives and campaigns relevant to students, and
- Produce relevant, exciting, and engaging programming for the ever-changing student body.

The AMS will gather data through surveys, research, conversations, and data mining – and use this data as a central point in all of our decision making processes. Both the Academic Experience Survey and the Nest Experience Survey will continue to be released each year, with all efforts made to ensure students understand how much these surveys can guide their AMS.

Progressive

To be progressive is to develop in gradually or in stages; the AMS will continue to develop both internally and externally so that we are moving forward, step by step. The AMS will be adaptable and relevant to the changing needs of students; such that we are able to reflect our students' opinions. This means that we need to be:

- Thought leaders, by providing leadership to organizations across the country,
- Challenging the status quo, by consistently evaluating our programming,
- Taking calculated risks, using consultations to guide us, and
- Pushing boundaries, by promoting innovative thinking.

These attributes will allow us to constantly seek ways to improve the student experience. Through our various internal processes, throughout our departments, and across our businesses and services, the AMS will continue to explore new, exciting ways to represent and work for the student body.

Approachable

As a student society, it is imperative that we are accessible to students at all times. The AMS will listen to the student body, and work to understand the students who are voicing their ideas, providing their feedback, and expressing their concerns about the University, the Provincial government, the Federal government, and the AMS itself.

The AMS must work to inform our members of the initiatives that we are working on; to allow students to better understand what their student association does for them. In order to be equally accessible to all students, the AMS will allow students to bring their opinions to us, through all available avenues. Furthering this, the AMS will endeavour so that students feel their opinions are heard, creating a more

representative Society. The AMS needs to strive to be an organization its members feel they can speak to, and know that they will be heard, such that they know the AMS is working for them.

Principled

All individuals who are associated with the AMS will hold the mission of the Society first, so that our members may understand what to expect of their interactions with their Society. The AMS will continue to use the values to guide their everyday interactions, to provide the student body with a positive view of the Society, and so that the student body understands the AMS means to work for them, not against them.

In all of the AMS' activities, the individuals and groups who associate with the Society should strive to be:

- Honest, exemplifying optimism and positive energy,
- Exhibit fairness, so that decisions can be better understood, honest
- Respectful to all individuals, groups, and communities who engage with the Society, and
- Take responsibility and ownership for the decisions they make.

As well, the AMS will uphold our values, to improve the Society as a whole, which are as follows:

- Honesty: Having integrity in the workplace and among the membership at large. Sharing information in a transparent way to encourage open communication and understanding.
- Effectiveness: Completing tasks in a timely manner while continually improving processes and encouraging others to find new and efficient ways to be productive. Maximizing contributions by being an engaged employee or officeholder.
- Accountability: Being a valued member of the AMS and making ethical decisions. Understanding we are in an organization of learning. Not only demonstrating tolerance towards those who make

mistakes but also taking ownership for mistakes made in order to learn from them. Promoting openness and transparency in the organization's procedures.

- Respect: Embracing diversity and sharing/teaching stories on culture and personal perspective without fear of being judged. Treating internal/external customers, co-workers, fellow officeholders, and members at large with dignity and genuine acknowledgment.
- Teamwork: Working collaboratively to reach the organizational/outlet/departmental goals. Supporting each other and creating a culture of enjoyment and support

Focus Areas

Our Focus areas define the leading edges of the AMS; they are the areas in which we strategically push forward the organization to support our overall mission: to improve the quality of educational, social, and personal lives of students at UBC. By distributing funding, time, and other resource to advance our focus areas, the AMS will be able to develop the Society in a progressive manner. This will ensure that the Society will remain relevant, throughout ever-changing student populations, which will have varying requirements the AMS.

Affordability

As students ourselves, the AMS know understands the cost of living in Vancouver today. Our students have told us that affordability is extremely important to them, and in response affordability is a focus area for the Society. By choosing affordability as a focus area, the AMS is committing to continue to pursue internal and external methods of representing affordability. Internally, the AMS shall continue to demonstrate affordable practices within our business practices, and externally the AMS will advocate for affordability to the local, provincial, and federal governments.

Community

Continuing to build the greater UBC community is a focus area of the AMS. This focus area includes all of the activities that are performed or support by the AMS that build a stronger campus community. By committing to growing our UBC community, the AMS will be striving to work with on-campus and off-campus groups to bring students together. Devoting funding and support planning to our clubs and constituencies, the AMS can assist in creating this community in a much greater capacity.

Support

The AMS will continue to provide support to students through the AMS Services. By placing this as a focus area, the AMS is committing to increasing the current knowledge within the student body of the services offered by the AMS – so that students are aware that the services are available for them to access when desired. In addition, continuing to be progressive with the services that we offer, by continuing to develop current services and by creating new services (in response to student feedback), will be a key priority within the support focus area. In addition, a focus will be placed on providing AMS groups with additional support services, such that they are better prepared to operate for the students at UBC.

Representation

The UBC student population is diverse and includes people from all ethnic, socioeconomic, religious, and gender identity groups. We recognize that with such a diverse population, we need to focus on how these groups are represented within the AMS, and with AMS Council particularly. Creating spaces for these groups to create dialogue, both with one another and with the AMS, will move the AMS towards being a more representational body.

In addition, it is important to consider the many groups at UBC that work to represent students. Working more closely with these groups will only benefit the AMS, in that, as a Society, the AMS will be better positioned to hear about the student opinion. This, in turn, will allow the AMS to both program and advocate more effectively on behalf of students.

By having representation as a focus area, the AMS is identifying the need to work more closely with the diverse student population at UBC, as well as the opportunity that working with other representative bodies offers to the Society.