A RESOLUTION

In support of the 2023-2024 Strategic Plan.

Section 1. Short Title

This resolution may be cited as “2023-2024 Strategic Plan”.

Section 2. Background and Discussion

Whereas, the Strategic Plan Committee (SPC) aims to provide policy recommendations to the incoming USG administration.

Whereas, members of the SPC prioritized reflection and goal setting within our organization when creating this document.

Whereas, the SPC met weekly during the spring 2023 semester to develop the final Strategic Plan.

Whereas, all members of USG were invited to join the SPC.

Whereas, the members of the 2023-2024 SPC are as follows: Patrick Johnson (Student Body President), Vera Barkosky (Student Body Vice President), Airiana Mohr (Cabinet Director), Alexis Carfrae (Speaker of the Senate), Katie Meredith (Speaker Pro Tempore), Robert Jepsen (Director of Finance), Jennie Yang (Director of Justice and Equity), Marco Morel (Deputy Director of Justice and Equity), Keaton Zeimet (City Liaison), Paras Bassuk (LGBTQ+ Constituency Senator), and Josh Studer (First-year Senator).

Section 3. Action
Resolved, the attached document is the finalized Strategic Plan.

Resolved, future administrations should prioritize goal setting and reflection.

Therefore be it resolved, this document shall be shared with the incoming 2023-2024 administration at the beginning of their term for their leadership to better understand the issues that USG is facing. We urge the new administration to utilize this resource in their decision-making processes.

Section 4. Enactment Clause

Be it enacted by the Undergraduate Student Government upon the signature of the USG President.

______________________________________________________________________________

_______________________________, Speaker of the Senate
Alexis Carfrae

I hereby attest and certify that this resolution originated from the 2022-2023 Student Senate Session.

APPROVED on __3/21/23____________________, by

_____________________________________, USG President
Patrick Johnson
COMMITTEE MEMBERS

Vera Barkosky  Paras Bassuk  Alexis Carfrae

Robert Jepsen  Patrick Johnson  Katie Meredith

Airiana Mohr  Marco Morel  Josh Studer

Jennie Yang  Keaton Zeimet
LETTER FROM THE CHAIR

Hello!

Thank you for taking the time to read the fourth USG Strategic Plan. This document’s goal is to provide policy recommendations for the 2023-2024 USG Administration to better serve the student body. This type of goal setting is pertinent to the continued success of our organization, and we hope to provide a framework for future administrations to participate in similar processes in the coming years.

Through studying the 2017, 2018, and 2019 Strategic Plans, the 2023-2024 Strategic Plan Committee narrowed down our recommendations into 10 areas that we would encourage the next administration to tackle. Under each policy recommendation, we also listed the positions responsible for carrying out that specific recommendation.

I would like to take a moment to highlight the student leaders who were members of this committee: Patrick Johnson (Student Body President), Vera Barkosky (Student Body Vice President), Airiana Mohr (Cabinet Director), Katie Meredith (Speaker Pro Tempore), Robert Jepsen (Director of Finance), Jennie Yang (Director of Justice and Equity), Marco Morel (Deputy Director of Justice and Equity), Keaton Zeimet (City Liaison), Paras Bassuk (LGBTQ+ Constituency Senator), and Josh Studer (First-year Senator). Thank you for believing in my crazy ideas and always showing up, even though we only met on weekends. I appreciate you all more than you know!

Finally, I would like to thank our USG advisors: Dr. Bill Nelson, Angela Ibrahim-Olin, and Dean Angie Reams for their continued support of this organization and the student body at the University of Iowa. Your guidance and expertise are crucial to completing our platform initiatives every year, and we are so lucky to have you as our advisors.

Thank you for reading and as always, Go Hawks!

ALEXIS CARFRAE
Strategic Plan Committee Chair
Speaker of the Senate

IOWA Undergraduate Student Government
The University of Iowa Undergraduate Student Government (USG) exists to represent, serve, and empower all University of Iowa undergraduate students. As a valued member of University Shared Governance, we offer input and guidance to staff, faculty, and administrators on issues that matter to students and act as the student voice to the Board of Regents, the State of Iowa, and local and federal legislators. We also allocate the Student Activity Fee to organizations, services, and initiatives on campus that serve students. USG listens to the diverse needs, concerns, and perspectives of the student body and constantly strives to respond with solutions that foster a better community for student living and learning.
STRATEGIC PLAN PRIORITY

BROADEN USG'S REACH TO IMPROVE STUDENT UNDERSTANDING ON THE CORE FUNCTIONS OF USG

INCORPORATE EVIDENCE-BASED INITIATIVES INTO OUR PLATFORM

INVEST IN THE LONGEVITY OF USG THROUGH PRIORITIZING BETTER TRANSITIONS FOR ALL MEMBERS

SOLIDIFY SJC AND IMPROVE ITS RELATIONSHIP WITH OTHER BRANCHES

DEVELOP INTERNAL SUPPORT SYSTEMS THAT INCLUDE MEMBER WELL-BEING AND MENTAL HEALTH

IMPROVE COMMUNICATIONS WITH USG STAKEHOLDERS AND CULTURAL ORGANIZATIONS

INCREASE STUDENT PARTICIPATION IN USG ELECTIONS TO BE MORE REPRESENTATIVE OF THE STUDENT BODY

ENSURE TRANSPARENCY AND ACCOUNTABILITY BETWEEN THE BRANCHES ON INITIATIVES BY BETTER UTILIZING SHAREPOINT

CREATE COHESION AND INCREASE COMMUNICATION BETWEEN THE BRANCHES

INCREASE MEMBER ENGAGEMENT WITH THE PLATFORM AND INITIATIVE SETTING
IMPORTANT DEFINITIONS

BRANCH LEADERSHIP
President, Vice President, Cabinet Director, Speaker of the Senate, Speaker of the Senate, Pro Tempore, Chief Justice

COMMITTEE LEADERSHIP
Committee's executive, committee's chair

COMMUNICATIONS TEAM
Director of Communications, Director of External Relations, External Relations Committee Chair, Graphic Designer(s), Photographer/Videographer

EXECUTIVE LEADERSHIP
President, Vice President, Cabinet Director

PLATFORM COMMITTEE LEADERSHIP
President, Vice President, Cabinet Director, Speaker of the Senate

SENATE LEADERSHIP
Speaker of the Senate, Speaker Pro Tempore

USG LEADERSHIP
President, Vice President
BROADEN USG'S REACH TO IMPROVE STUDENT UNDERSTANDING ON THE CORE FUNCTIONS OF USG

- Participate in the fall and spring student engagement fairs that are hosted by the Office of Leadership, Service, and Civic Engagement
  - External Relations Committee Leadership
- Inform the student body of USG initiatives by advertising the platform around campus. This may include posters, campus TV advertisements, etc.
  - Communications Team
- Continue the efforts of the Student Organization Liaison Program
  - External Relations Committee Leadership
- Create short, informational videos that can be posted across university-affiliated social media accounts to introduce USG and its responsibilities to campus. These can also be incorporated into Success at Iowa programming
  - Communications Team
- Host a “Meet your Representative Night” to allow students to get to know USG Leadership
  - External Relations Committee Leadership
- Utilize University systems, such as the Hawktools app, to increase student communication with USG
  - Director of Student Services, Director of Communications
- Advertise services and events that USG provides and/or funds
  - Director of Student Services, Director of Communications
- Advertise USG member office hours
  - Director of Operations, Speaker Pro Tempore
- Implement an open-door policy for office hours to allow students to receive assistance from USG members
  - Communications Team, Director of Operations, Speaker Pro Tempore, Cabinet Director
- Host joint events with other large campus organizations. This may include Campus Activities Board, Fraternity and Sorority Life, Homecoming, etc.
  - External Relations Committee Leadership, President, Vice President
- Publish a fall and spring report that specifically highlights the initiatives and accomplishments of Senators. This can be integrated into the executive report or may serve as a standalone document
  - Senate Leadership, Communications Team
INCORPORATE EVIDENCE-BASED INITIATIVES INTO OUR PLATFORM

- Distribute questionnaires to the student body in order to receive student feedback
  - Communication Team, Director of Operations
- Cite specific campus-related surveys, forms, and publications (e.g. the Campus Climate Survey and Renter’s Guide) in the platform and find ways to place tangible numbers and goals into initiatives
  - Platform Committee Leadership
- Discuss specific initiative progress with University departments, administrators, campus partners, and community organizations to best ensure work that has been started is being advanced
  - USG Leadership, Executive Cabinet members
- Create more joint initiatives with other entities of shared governance (e.g. Graduate and Professional Student Government, Faculty Senate, Staff Council)
  - Branch Leadership
INVEST IN THE LONGEVITY OF USG THROUGH PRIORITIZING BETTER TRANSITIONS FOR ALL MEMBERS

- Host Senator Transition Day after Executive Transition Day annually. Once Senators receive their committee placements in April, they will communicate with outgoing committee members
  ◦ Senate Leadership, outgoing Committee Chairs
- Create a more in-depth standard for transitioning initiatives from administration to administration. This may include creating a guide for how transition documents should look
  ◦ Branch Leadership
- Encourage USG members to keep a running contact list of the campus partners they worked with throughout the year that can be given to their successor
  ◦ Branch Leadership
- Share one-on-one notes with successors (with personal information redacted) to allow incoming Leadership to have a better understanding of progress made by Senators and initiatives that were worked on
  ◦ Branch Leadership, Executive Cabinet, Committee Chairs
- Support Executives and Chairs with writing their transition documents by providing clear instructions and placing check-in dates on their document
  ◦ Branch Leadership
- Reiterate information from retreat day throughout the month following retreat to help Senators adapt to USG practices better
  ◦ Senate Leadership, Committee Chairs
- Encourage experienced Senators to co-author legislation with first-year Senators
  ◦ Senate Leadership, Committee Chairs
SOLIDIFY SJC AND IMPROVE ITS RELATIONSHIP WITH OTHER BRANCHES

- Strengthen the Senate Liaison position by increasing the role as Senate Parliamentarian
  - Senate Liaison, Chief Justice, Senate Leadership
- Invite the Senate Liaison to join Senate Leadership meetings to increase the flow of information between the Student Judicial Court and Senate
  - Senate Liaison, Chief Justice, Senate Leadership
- Invite SJC members to join the GroupMe that executives and Senators currently utilize
  - Speaker of the Senate
- Have Executives share bi-weekly update slides during Senate meetings
  - Senate Leadership
- Host a “Meet your Justices Night” during senate to allow SJC members to introduce themselves. Members could ask questions about what SJC members are working on in terms of initiatives
  - Chief Justice, Communications Team
- Ensure SJC has a line of communication with other judicial bodies present across Big Ten institutions
  - ABTS Liaison, Chief Justice
DEVELOP INTERNAL SUPPORT SYSTEMS THAT INCLUDE MEMBER WELL-BEING AND MENTAL HEALTH

- Create a resource group of USG members that any member can reach out anonymously to and express ideas and problems
  ○ Director of Operations, Branch Leadership
- Create specific spaces for members to voice their concerns about their well-being
  ○ Director of Operations, Branch Leadership
- Include mental health under illnesses when excusing absences for members
  ○ Branch Leadership
- Invite University Counseling Services to at least one USG meeting per year (open access, retreat, etc.)
  ○ Health and Safety Committee Leadership, Senate Leadership
- Push the Dean of Student's office to ensure basic needs are met for USG members
  ○ Branch Leadership
- Host a once-a-month event where members can socialize and participate in activities outside of T.A.M.
  ○ Branch Leadership
IMPROVE COMMUNICATIONS WITH USG STAKEHOLDERS AND CULTURAL ORGANIZATIONS

• Communicate the value and importance of our collaboration with cultural organizations to encourage strong relationships moving forward
  ○ Director of Justice and Equity

• Facilitate discussions about important issues through roundtables and open forums. Encourage open conversation and constructive dialogue through shared spaces
  ○ Branch Leadership

• Invite the MISSE Director to attend open access annually
  ○ Senate Leadership, Justice and Equity Committee Leadership

• Dedicate time to educate USG Members on what constitutes professional communication in a space such as USG Retreat, Transition Day, or MCI training
  ○ Branch Leadership, Director of Operations

• Encourage regular outreach of Constituency Senators to their constituents, be it the appointing body or otherwise. This would include hosting office hours within physical spaces when applicable
  ○ Justice and Equity Committee Leadership, USG Constituency Senators

• End the reliance on Justice and Equity Leadership to be the contact point for cultural groups and the reliance on the committee to do all initiatives related to cultural organizations and DEI work. Instead, encourage joint initiatives with other USG committees
  ○ Branch Leadership

• Provide translated material and advertisements to reach a wider variety of the student body
  ○ Communications Team

• Revamp previous outreach programs and utilize social media accounts to connect with other organizations and university bodies
  ○ Communications Team

• Use our Instagram TV and USG podcast to host campus partners for open conversations about who they are, what their organization or department is, how they work with USG, what issues they face on campus, and how USG/campus can help or be cognizant of their goals
  ○ Communications Team, Executive Leadership
INCREASE STUDENT PARTICIPATION IN USG ELECTIONS TO BE MORE REPRESENTATIVE OF THE STUDENT BODY

- Advertise Senate meetings and encourage students to attend so that students are better informed on how USG meetings function
  - Communications Team, Senate Leadership
- Increase outreach to cultural centers and multicultural organizations by directing marketing towards participating in USG for underrepresented students
  - Justice and Equity Committee Leadership, Student Elections Commissioners, External Relations Committee Leadership
- Promote collaboration between the Student Elections Commissioners and Constituency Senator appointing bodies
  - Justice and Equity Leadership, Student Elections Commissioners, External Relations Committee Leadership
- Partner with Associated Residence Halls and Resident Assistants to get student voting in the residence halls which will help ease the strain of the lack of USG members able to table during elections
  - Director of External Relations, Student Elections Commissioners
- Emphasize the importance of voting in USG by promoting the work USG does
  - Student Elections Commissioners, Communications Team
- Have student organizations, newspapers, and social media accounts (Daily Iowan, @uiowamemepage, etc.) help with the push for voting in USG elections
  - Communications Team
ENSURE TRANSPARENCY AND ACCOUNTABILITY BETWEEN THE BRANCHES ON INITIATIVES BY BETTER UTILIZING SHAREPOINT

- During fall retreat, have Committee Chairs and Executives input and assign the initiatives from the platform into SharePoint
  - Branch Leadership, Committee Chairs, Executive Cabinet Members
- Conduct monthly check-ins during committees to receive updates on initiative progress
  - Committee Chairs, Executive Cabinet Members
- Check-in during one-on-ones to ask USG members about their comfort with using Microsoft systems. Assist and provide resources to members who need more support
  - Branch Leadership
- Market SharePoint as USG’s hub of information and as its initiative progress tracker. Emphasize the importance of the organization keeping tabs on its members' initiative progress
  - Branch Leadership
- Require Senators to store and upload relevant initiative documents to SharePoint
  - Committee Chairs
- Maintain a relationship with the University's Digital Archivist and work with them for the yearly mass upload of SharePoint documents to the digital archives
  - Director of Communications, Speaker Pro Tempore, Director of Operations
- Update the “How to Use SharePoint” videos on the USG SharePoint homepage
  - Director of Operations
- Create a cheat sheet for how to simplify tasks and find items within SharePoint
  - Director of Operations
- Utilize transition day as a “how to” guide for incoming Executives and Committee Chairs to become comfortable with SharePoint and set the expectation that it will be used throughout the year
  - Branch Leadership, Outgoing Director of Operations
CREATE COHESION AND INCREASE COMMUNICATION BETWEEN THE BRANCHES

- Clearly define the differing responsibilities and outline proper interactions between branch members
  - Branch Leadership
- Create guidelines for proper Committee Chair and Executive relationships
  - Cabinet Director, Senate Leadership
- Implement monthly joint meetings between Executive Cabinet Members and Committee Chairs
  - Cabinet Director, Speaker of the Senate, Chief Justice
- Incorporate SJC more into USG events such as Joint Session and fall retreat
  - Cabinet Director, Speaker of the Senate, Chief Justice
- Encourage regular check-ins and discussions regarding USG’s internal structure, function, and organizational efforts
  - Branch Leadership
- Loop in necessary parties in lines of communication to increase transparency and efficiency
  - Branch Leadership, Director of Operations
INCREASE MEMBER ENGAGEMENT WITH THE PLATFORM AND INITIATIVE SETTING

- Provide clear deadlines for working on initiatives and hold conduct meetings for Senators who are not making adequate initiative progress
  - Committee Chairs, Senate Leadership
- Assign initiatives to Senators from the platform and encourage Senators to join and/or submit ideas to the Platform Committee to increase engagement
  - Platform Committee Leadership
- Have the Platform Committee present the finalized platform to Senate for feedback
  - Platform Committee Leadership
- Require a specific proportion of Executives and Senators to be on the platform committee
  - Platform Committee Leadership
- Ensure at least one member from each committee is a member of the Platform Committee
  - Platform Committee Leadership