



CARLETON STUDENT ENGINEERING SOCIETY



STRATEGIC PLAN

Last Revised: March 22, 2017



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Revision History

Date	Update / Revision	Update Done By
March 22, 2016	Adoption of the document	Julia Dalphy (President 16-17)



Preamble

This document serves to provide goals and initiatives to guide the Carleton Student Engineering Society (CSES) in its work and endeavors. The points are neither prescriptive nor mandated; however are to inspire and guide the Society's long-term path to best serve its students. It has been compiled through extensive feedback gathering, iteration, and best interest based on experiences, thoughts, and ideas of Council and the membership.



1. Fostering Community

The Carleton Student Engineering Society (CSES) strives to foster an inclusive, diverse, and welcoming community in which all engineering students feel inclined to participate in.

- 1.1. Have a main point of contact and person or group to be responsible and dedicated to **inclusivity and ensuring safe spaces**. Investigate the possibility of initiating a “Culture Committee” or “Inclusivity Officer”, to ensure that CSES’ events, campaigns, services, and endeavors are friendly to all and broadens its appear.
- 1.2. Reach out to and **collaboration with other non-FED groups** and societies on campus (CUSA, RRRRA, CSSS, SBSS). Try to focus on initiatives that bring useful resources to engineering students, or are events that are relevant to our members.
- 1.3. Reach out to and collaboration with the other **Design School (FED) societies** on campus (AASA, CIDSA, BITSoc). Try to focus on interdisciplinary friendship, creating bonds, and sharing goals.
- 1.4. Actively participate in **CFES and ESSCO** events and initiatives (such as: EngHockey, NEM, etc.). This shows professionalism and organizational enthusiasm on a provincial and national level with sister schools.
- 1.5. Consider additional involvement opportunities in the **greater Ottawa community**. Models that could be mimicked include: past Winterlude Ice Bar; SEO’s ‘CU Serves’ event, etc.)



2. Increased Involvement & Student Engagement

The Carleton Student Engineering Society (CSES) endeavours to increase the number of students involved with our events, services, and activities, while expanding on the diversity of those who are involved.

- 2.1. Work to **broaden Society appeal** by actively seeking involvement and participation from less-engaged demographics of our membership. This can include appealing to athletes with Ontario's EngHockey, appealing to women with Breast Cancer Campaign, and appealing to international students through an International Student Outreach Director.
- 2.2. Instill fair and consistent selection processes. This should include: **a hiring policy** for all directorships, and a **conference delegate selection** procedure. These could perhaps involve Hiring and Selection committees.
- 2.3. Effective use of **social media for advertising & promotional** benefits. Media Team expanding onto YouTube channel, investigating the use of sponsored Facebook and Instagram ads, etc.
- 2.4. Continued involvement with **the "Centroid"** and planning for branding and future work, including the facilitating of the FED "User's Group" management team for the block, involving both Faculty and Student Groups.
- 2.5. Continued collaboration with the FED and **EngFrosh** to retain for member engagement and promote the Society right from the get-go (ride the "frosh excitement" wave).
- 2.6. Consider new promotional material, such as giving out free **EngSwag** at CSES, student group, and campus events to promote effective branding.



3. Improved Member Services

The Carleton Student Engineering Society (CSES) aims to improve all services currently offered to our members to make them more accessible, user-friendly, and correlated with member input.

- 3.1. Investigate additional **payment options, user-friendly interfaces, and comfort** options for the working or hanging out in Alexander's Office and Leonardo's Lounge to best support our team and members
- 3.2. Continuously upgrade and add items in the **ELP**, to better equip members and Student Groups
- 3.3. Update and maintain relevant books in the **Textbook Library**
- 3.4. Collect ideas from members regarding **EngSwag** and other branding initiatives
- 3.5. Collaborate with Career Services, the FED, and CUSA to maximize opportunities for **networking & job searches** specific to engineering students



4. Dedicated Academic Advocacy

The Carleton Student Engineering Society (CSES) should take a more practical and hands-on approach in terms of academic advocacy for our members' issues, inside and outside the classroom.

- 4.1. Investigate ways to implement **year-end or mid-year surveys for students** to give feedback on their academic undergraduate experience, in terms of their courses, professors, TAs, coops, and CSES' academic services.
- 4.2. Try to involve faculty members in experiencing undergraduate life, perhaps through a **Dean Shadow** program
- 4.3. Improve **support for students in distress** – perhaps by working with the FED to create a support network dedicated to engineering students. Streamlining points of contact for various academic issues could also help with this.
- 4.4. Provide **dedicated stress-relief mechanisms** and support during midterms & final exam seasons. FFGW and Study Snacks are initiatives that help this cause.
- 4.5. Solidify a **formal agreement for the Exam Library** with the Faculty, Departments, and/or PASS to obtain a steady flow of up-to-date past and practice midterms and examinations.



5. Institutional Excellence

The Carleton Student Engineering Society (CSES) strives to continually improve our internal governance, structure, and policies to promote effective and collaborative decision making.

- 5.1. Effective use of the **eWiki and SpaceMonkey** (cloud storage and archive) to best assist in archiving Council and Executive work and minutes
- 5.2. Investigate having mandatory **mental health training** for all Council to better equip our team to be well-rounded when interacting with our members
- 5.3. Implementing policy surrounding mandatory Executive check-in reporting, such as in the form of **Midterm and End-of-Year Reports**. Additional implementation of Councillor mandate- reporting should also be investigated
- 5.4. Better engaging Student Groups for **feedback** on the Society, and increasing continuous **accountability** measures (such as having pointed feedback) from general members.
- 5.5. Focusing on **effective transitioning** between teams to better fill knowledge gaps. Rolling transition reports and better use of Advisory Officers could help in reducing “re-run” ideas and mitigating repeating past mistakes.