



UNC
ASG

The University of North Carolina
Association of Student
Governments

ASG Strategic Plan 2020-2025

This plan was approved on Friday, April 17, 2020 during the 48th Session of the UNC ASG. This plan's final year will be in the 53rd Session, ending in Academic Year 2025-2026.

Beliefs

Beliefs express the organization's fundamental values and non-negotiable principles.

We believe that:

- Each institution in the University of North Carolina System serves a unique and critical purpose.
- A coordinated system of higher education benefits all North Carolinians.
- Students should be meaningfully involved in all levels of University governance.
- UNC ASG is an organization primarily based in advocacy and representation.
- Adapting to the changing landscape of higher education requires flexibility and proactivity.
- Institutions across the UNC System face different issues. Some of them are shared across the System, and many are unique to each campus.
- The needs, styles, and preferences are different for each institution in the UNC System.
- Public higher education is a pillar of democratic, civil society.

Mission

Founded and funded by students, The University of North Carolina Association of Student Governments champions the concerns of students and ensures affordability and accessibility to quality education today and tomorrow.



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Parameters

Parameters are limitations we have chosen to impose on the organization as we strive to accomplish our mission.

- The UNC ASG student fee will not increase.
- In-person meetings are necessary to share ideas and coordinate efforts.
- We will always travel to campuses across the UNC System.

Objectives

Objectives are the goals we seek to achieve through the implementation of our strategic plan. These objectives show demonstrable and measurable results that allow opportunity for growth and change as our organization evolves. The goal is to accomplish these objectives over the course of the next 5 years (2020 – 2025).

- Establish a sustainable and long-term structure for the organization.
- Increase the presence and awareness of UNC ASG on the campuses of the 17 constituent institutions and encourage students to interact with ASG.
- Expand advocacy opportunities for members of the Association that are not members of the Executive Cabinet.
- Build meaningful relationships with legislative and governmental entities that influence higher education in North Carolina, as well as staff at the UNC System Office.

Strategies

Strategies are the specific goals an organization intends to work towards over the course of their planning period.

1. Update, revise, and overhaul the UNC ASG governing documents to restructure the Association in a way that allows it to best achieve its mission.
2. Develop a sustainable long-term financial strategy for the Association and the means by which that strategy can be put into place.
3. Grow the Association's follower base on social media.



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4. Provide meaningful opportunities for students at the 17 campuses to engage and interface with the Association and its leadership.
 5. Develop a sustainable and meaningful advocacy strategy that allows members of the Association to interact with legislators during short and long sessions of the General Assembly.
 6. Allow for and encourage members of ASG to interact with members of the Board of Governors, staff at the UNC System Office, and governmental leaders across North Carolina.



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Implementation

Beliefs, missions, parameters, and objectives are important parts of a strategic plan that are not meant to be implemented; they serve as a set of guiding ideas and “guardrails” that show what is important to the organization as it works to achieve its goals. The implementation of a strategic plan lies primarily in its strategies.

Each administration is required to submit an annual advocacy plan for what they intend to achieve out of the strategic plan during their time in office (ASG Statutes §3-1.14). The following steps are recommended as future administrations and sessions work to implement the strategic plan:

1. Update, revise, and overhaul the UNC ASG governing documents to restructure the Association in a way that allows it to best achieve its mission.
 - a. Continue to conduct a monthly review of specific chapters of statutes and provide fixes that bring the governing documents in line with current operating procedures. The Association Constitution and chapters 2 and 3 of the Statutes remain.
 - i. Review and update of these chapters to align with current operating procedure should take no more than one semester (complete by 2021).
 - b. Conduct a review of all chapters in statutes and the Association Constitution to make improvements (beyond just bringing them in line with current procedures).
 - i. A timeline of what chapters will be reviewed and updated should be established by each administration.
 - ii. Review should involve as many individuals as possible, since a small group may make changes that will not be representative of system-wide needs.
 - c. Activate existing accountability and timekeeping measures in the Association’s governing documents, and expand those measures if necessary.
 - i. Develop a list of responsibilities for each appointed and elected position, noting requirements given by the governing documents and additional responsibilities given by individual ASG administrations.



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- ii. Identify disparities in workload between positions and develop a means to address those disparities.
2. Develop a long-term financial strategy for the Association and the means by which that strategy can be put into place.
 - a. Answer key questions about how the Association should handle the following:
 - i. Existing cash surplus
 - ii. Grant program
 - iii. Year-to-year cash surplus
 - iv. Accessibility of leadership positions given variance in individual resources
 - v. Highly variable cost of meeting expenditures depending on which campuses host each year
 - b. Establish yearly goals for answering these key questions and a schedule for implementing them. A few should be addressed each year.
3. Grow the Association's follower base on social media.
 - a. Document the number of followers on each social media channel at the beginning, middle, and end of each year.
 - b. Yearly goals should be established by each administration. Goals should include how social media presence will be differentiated to achieve these goals.
4. Provide meaningful opportunities for students at the 17 campuses to engage and interface with the Association and its leadership.
 - a. Existing initiatives (town halls) should be modified, expanded, or discontinued to allow for new programs that fill this need.
 - b. Each administration should highlight their plan to work towards this strategy as required at the September ASG meeting.
5. Develop a sustainable and meaningful advocacy strategy that allows members of the Association to interact with legislators during short and long sessions of the General Assembly.



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- a. Continue to hold ASG Advocacy Day. Consider modifying the date on a yearly basis to better align with the legislative calendar.
 - b. As this strategy works towards implementation, and to build an organizational relationship with legislators, consider centralizing outreach to legislators through the ASG Vice President of Government Outreach.
 - c. Establish two advocacy day “templates.” One should work for a short session year, one for a long session year. This should be complete by 2021.
 - d. Encourage campuses to interact with legislators in their home districts during the short session.
6. Allow for and encourage members of ASG to interact with members of the Board of Governors, staff at the UNC System Office, and governmental leaders across North Carolina.
- a. Provide funding for students to travel to BOG meetings.
 - b. Invite BOG members, UNC System Office staff, and government leaders to ASG meetings near them in the state.



During the 48th Session of the UNC ASG, the administration made progress on the following:

- *Update, revise, and overhaul the UNC ASG governing documents to restructure the Association in a way that allows it to best achieve its mission.*
 - The UNC ASG Chief of Staff led the Internal Operations Committee through a review of Chapters 1, 4, 5, 6, and 7 of the Association Statutes. This review was largely to update the governing documents to reflect current operating procedures and make fixes to sections that presented major issues.
 - Some legislation was postponed due to the COVID-19 pandemic that would have made updates to the Association Constitution and Statutes chapters 2 and 3. This legislation was passed on to the 49th Session administration.

- *Grow the Association's follower base on social media.*

- *Provide meaningful opportunities for students at the 17 campuses to engage and interface with the Association and its leadership.*
 - The 48th Session's administration worked with campuses hosting an ASG meeting to have a town hall earlier in the day before the ASG meeting began. Campuses averaged about 10 attendees per town hall.

- *Develop a sustainable and meaningful advocacy strategy that allows members of the Association to interact with legislators during short and long sessions of the General Assembly.*
 - The 48th Session hosted an ASG Advocacy Day for the first time in several years. The General Assembly was in short session for 2020, and it was difficult to get meetings with legislators. This can be significantly improved on in future years.

- *Allow for and encourage members of ASG to interact with members of the Board of Governors, staff at the UNC System Office, and governmental leaders across North Carolina.*
 - As a part of Advocacy Day, student leaders attended February UNC BOG Committee Meetings and the Full Board meetings. Student leaders also met with two members of the BOG to discuss the UNC BOG's HMSI Committee.