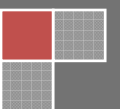


2007

# Strategic Plan

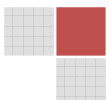
Student Government Association  
Stevens Institute of Technology

Approved by the SGA Senate: *September 23<sup>rd</sup>, 2007*



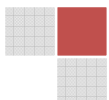
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## Executive Summary

Following approval by the Senate of the Student Government Association, this strategic plan will position the SGA as a force of change and a voice of the student body of Stevens Institute of Technology. The plan will be implemented over the course of several years and multiple administrations of the SGA, and it will be an ongoing work in progress. The document will be reviewed continually to ensure that all objectives are being met, otherwise they must be removed or reevaluated by the SGA. The strategic goals should be regularly evaluated and checked with the changing environment of the Institute. The plan should be monitored by all members of the SGA and acknowledged by members of the administration of Stevens Institute of Technology.



## Senate Authorization of Strategic Plan

Authorization designates the Senate's approval of the strategic direction and action plans described in this strategic plan document.

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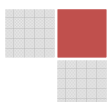
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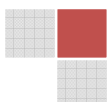
## Organizational Description

The Student Government Association of Stevens Institute of Technology was established in 1997 with the ratification of its constitution by the undergraduate student body. The governing body had previously been the Student Council. Since its inception in 1997, the representation of the SGA has been composed of members elected by each class of the student body. These elected members make up the legislative branch of the SGA called the Senate. The President and Vice President of SGA are elected annually in a school-wide election. The executives appoint a Secretary, Treasurer and Chair of the Committee of Student Interests, and the five make up the executive branch, the Cabinet.

Like the Student Council before it, the Student Government Association is largely responsible for the management of the student organizations at Stevens. The SGA has the power to levy a Student Activities Fee on all of the undergraduate students. The SGA then allocates the money to the many student organizations, as well as to any programs or purposes that it deems necessary. The recognition of SGA among many students, including those involved in student organizations and those who are not, has been as a “bank” for the recognized student organizations on campus.

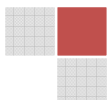
The SGA funds many programs and services that do greatly benefit the entire student body and student life on campus. Among the many student organizations funded are those whose purpose it is to entertain the student body and make students’ time at Stevens more enjoyable. There are organizations whose purpose it is to promote cultural awareness and to educate the rest of the student body about their respective cultures. Other organizations offer students the experience of being a part of a media organization, and to act a voice for the student body and an outlet to inform. There are organizations with the purpose of bringing together students within the same major or professional direction to promote opportunities in the professional world and academic realm, and to advance students professionally. Still, other organizations exist to enhance the athletic aspect of campus and provide for the physical well-being of Stevens students. There are organizations to serve the campus and the surrounding community.

The SGA has made some accomplishments in its recent history at Stevens. In 2002, the *Entertainment Committee* was established to provide Stevens students with programming – geared specifically for the weekends – and to improve student life on campus. In 2004, the SGA successfully established a reading day before the final exam period each semester to provide students a day of break between the end of classes and the beginning of finals. In 2005, the SGA helped to establish *Engineers Without Borders*, whose mission is to help engineers learn the importance of giving back and their place in the international community. In 2006, the SGA created the *Jacobus Advisory Board* to establish a desperately needed, sustainable student center exclusively for students to meet and adapt to the needs of students as well as to manage all aspects of Jacobus Student Center.



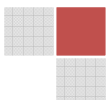
## Mission Statement

The mission of the Student Government Association of Stevens Institute of Technology is to be an advocate for the undergraduate student body, as well as to serve as a means of communication between the students and the faculty, administration and staff. The SGA of Stevens is committed to enhancing the student experience and quality of life on campus. The SGA charges itself with being a voice for the student body and will be responsive to the issues of students' rights and concerns at Stevens. The SGA promotes the image of the Institute and its student body. The Student Government Association selflessly serves the student body and leads with integrity and honor. The SGA provides students with an opportunity for leadership development and the promotion of their general welfare.



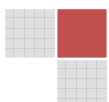
## Vision Statement

The Student Government Association of Stevens Institute of Technology will be a catalyst for change and an effective communicator between the faculty, the administration and the student body. By unifying the student body and driving change, a sense of spirit and fellowship will be felt among all students – past, present and future – of the Institute.



## Goals and Strategies

- *To become the primary force of change on behalf of the student body of Stevens Institute of Technology*
- *Enrich the academic experience of the undergraduate student population*
- *Improve the quality of life of the undergraduate student population*
- *Improve communication between the SGA and the student body, the administration and the faculty*
- *Develop a strong relationship with the Hoboken community*
- *Incorporate every student organization into the SGA and strengthen the relationship of the SGA and the student organizations it governs*
- *Unify the student body*
- *Determine and implement the optimal representation of the student body into SGA*
- *Obtain a new and improved student center that meets the needs of the student body*
- *Incorporate the graduate student body into the SGA*



## Action Planning

- *Enrich the academic experience of the undergraduate student population*

**Strategy:** Create a standing Academic Affairs Committee of the SGA

### Purpose

- To work with the faculty and administration to ensure the Institute is meeting the demands of the student body
- To promote and support the Honor System
- To provide for and ensure student input on any academic or curriculum changes
- To develop strong student-faculty relationships
- To represent student interests when changes in curriculum and class structure are made
- To promote a strong relationship between the SGA and the Provost and academic Deans

### Short term objectives

1. Obtain results of course assessment surveys
2. Establish better communication with students regarding personnel changes and academic news
3. Create a system to positively reward outstanding faculty
4. Develop more opportunities for faculty to interact with students outside of the classroom
5. Arrange faculty roundtables and state of the school addresses
6. Conduct regular meetings with the Provost regarding academic issues
7. Encourage faculty to be a part of student life by acquiring more advisors for more clubs

### Long term objectives

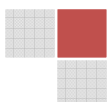
1. Become a part of the review process for tenure and hiring of faculty
2. To develop a University 101 course for all students to understand the Institute's policies and programs
3. Increase the awareness of the Institute's academic culture
4. Increase the awareness of the Honor System among students, faculty and administration
5. Establish a directory of professors on the Stevens website, including office hours

- *Improve the quality of life of the undergraduate student population*

**Strategy:** Create a standing Campus Life Committee of the SGA

### Purpose

- To ensure the demands of the student body are made aware of in all non-academic facets which directly affect the quality of life on campus
- To provide for student input on any major policy and service change
- To improve the residence life of the student body
- To improve the student life of commuter students



- To ensure the dining service on campus is meeting the needs and desires of the student body
- To provide for student input on the operations of all facilities on campus
- To define areas of campus improvement that the student body would see as a benefit to student life and to recommend the use of the Capital Improvement Fund to address these areas

#### Short term objectives

1. Create a suggestion box in the Howe Center lobby
2. Obtain ash trays for areas of high cigarette consumption
3. Obtain a mail box for lower campus
4. Bring the Dining Committee under the SGA
5. Improve the campus cable system with either a new provider or with more channels
6. Educate the student body on recycling
7. Obtain more recycling receptacles in more locations around campus
8. Improve the hours and services of the post office and package received email notification
9. Address issues with parking for residents and commuters

#### Long term objectives

1. Increase awareness about being environmentally friendly and have the Stevens community recycle frequently
2. Increase awareness of garbage consumption on campus
3. Assist the Residence Hall Association in redefining its purpose or molding it into the SGA
4. Establish a posting system or center for job (work study and non-work study) and research opportunities on campus

- *Improve communication between the SGA and the student body, the administration and the faculty*

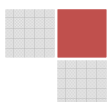
**Strategy:** Create a standing Public Relations Committee of the SGA

#### Purpose

- To facilitate and maintain an active two-way communication between the SGA and the student body
- To create and maintain the SGA's positive image
- To keep the student body informed of business of the SGA
- To publicize all SGA elections and initiatives

#### Short term objectives

1. Establish a regular means of communication with the student body (newsletter, The Stute beat reporter, press releases)
2. Set up SGA events at athletic contests and other events of visibility
3. Establish office hours for officials of the SGA whether in Jacobus or Pierce or elsewhere
4. Maintain the bulletin board outside of Pierce



5. Organize and facilitate open forums, town hall meetings, retreats and other events between students, faculty and administration

#### Long term objectives

1. Hold press conferences and open forums for informing the student body what is taking place at Stevens

➤ *Develop a strong relationship with the Hoboken community*

**Strategy:** Create a standing Community Relations Committee of the SGA

#### Purpose

- To strengthen relationships between the student body and the Hoboken community
- To educate the student body about the issues that affect Stevens students within Hoboken, in the state of New Jersey and across the United States

#### Short term objectives

1. Arrange regular meetings with officials of the city of Hoboken to discuss issues that affect students
2. Build a float for parades in Hoboken
3. Rent a table to promote Stevens students at major Hoboken festivals

#### Long term objectives

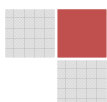
1. Establish an organization or system of involvement with the community of Hoboken (public interest research group)
2. Establish a posting system or center for job, volunteer and educational opportunities within Hoboken for Stevens students to become actively engaged locally

➤ *Incorporate every student organization into the SGA and strengthen the relationship of the SGA and the student organizations it governs*

**Strategy:** Rename, redefine and strengthen the Committee on Student Interests

The name of the Committee on Student Interests should be changed to reflect the role of a speaker of the organizations of the SGA, such as the Committee of Student Organizations. The Chairperson of that committee will remain a Cabinet position, but should be renamed to something like the Speaker of Student Organizations.

The committee of RSO's will help to facilitate communications between organizations with and a similar purpose and with the SGA. A Senator shall be assigned each grouping of organizations, and any issues that any of the organizations have will be addressed by the assigned Senator. The organizations should treat the representative on the SGA as a speaker of their interests. If any business regarding any



organizations needs to be voted on by the SGA Senate, it will be presented at a Senate meeting by the Senator who represents those organizations.

The Senators in charge of each subcommittee will be responsible for keeping constant two-way communication with the RSO's underneath them, including obtaining accurate membership, accurate inventory and holding small meetings of the organizations. They will keep the RSO's informed of SGA news and business, and the organizations will keep the Senators informed of their activities. Each subcommittee chair will attempt to attend the events of the groups within their jurisdiction.

If the new model for the Committee of Student Organizations succeeds, the subcommittee chairs may eventually be worked into the membership of the SGA. Instead of, or in addition to, running for representatives of each class, members of the student body could run to represent the student organizations.

The Committee of Student Organizations should continue to host RSO Summits, when deemed necessary to inform all student organizations of any important announcements that affect them. The committee would also assist the Office of Student Life in organizing the Activities Fairs held after convocation and on the President's Tea.

**Strategy:** Create categories of the Financial Committee to allow for the inclusion of more organizations

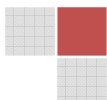
By creating categories of student organizations, the SGA will gain flexibility in allowing all of the student organizations on campus to become "recognized." Recognition by the SGA can be limited so that the organization will not have to be "directed" by the SGA, but rather a part of the student experience and in communication with the student body and other organizations. The main purpose of bringing all student organizations under the SGA would be for communication and collaboration.

Each category of the student organizations could have its own set of benefits and responsibilities to the SGA, as well as its own set of budgeting rules and guidelines. This would also assist the SGA in defining the status of student organizations and to enforce the rules that the SGA has set forth. Being a part of the student government would no longer need to mean that funding is received. It would be an easier way for students who have common interests to unite.

**Strategy:** Redefine the Constitution and Bylaws Committee to be the reviewer and approver of the constitutions of new organizations

#### Purpose

- To ensure the governing documents are kept updated, and more so the SGA follows them
- To improve the workings of the SGA by continuous review and suggesting improvement to procedure



- To approve the constitutions of new student organizations, then pass off new constitution to CSI

Short term objectives

1. Review SGA constitution and bylaws for necessary changes
2. Address the issue of conflicting constitutions with the Honor Board

Long term objectives

1. Collect/scan constitutions of all student organizations
2. Incorporate graduate students into SGA organizations

➤ *Unify the student body*

**Strategy:** Open SGA committees for all students to actively participate in decision-making

➤ *Determine and implement the optimal representation of the student body into SGA*

**Strategy:** Re-evaluate the class representation structure and develop new means of representation

Short-term objective – Increase the number of students per class represented in the Senate

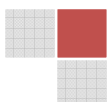
Long-term objective – Replace the current system with representation based on residence, major, representatives from each student organization, or a general assembly

➤ *Obtain a new and improved student center that meets the needs of the student body*

**Strategy:** Strengthen the Jacobus Advisory Board and ensure student involvement in the campus master planning and the planning of a new student center

➤ *Incorporate the graduate student body into the SGA*

**Strategy:** Evaluate the involvement of the graduate student body on campus. Assist the graduate students into incorporating their own governing body. If over time they are unsuccessful, incorporate the graduate student body into the undergraduate student government.



## Appendix A – Strategic Analysis Data

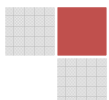
Through internal analysis, the following factors were identified:

Strengths of the organization:

- Communication of ideas and discussion within the SGA
- Diversity and number of student organizations on campus
- Programming of on-campus events
- Budgeting process for student organizations
- Allocation of funds to student organizations and programs

Weaknesses of the organization:

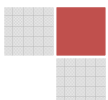
- Lack of connection between the SGA and the students who are represented
- Lack of communication between the SGA and the student body
- Too strong a focus on the issues of student organizations and their budgets
- Inadequate representation of all aspects of student body
- Little unification of student body
- Lack of school spirit
- Student issues with classes, curriculum and academics are not being addressed
- Relationship between faculty and students is poor, specifically outside of the classroom
- Inconsistent communication with the administration
- Low enforcement of SGA policies and procedures on student organizations
- The majority of student organizations do not have advisors
- Discontinuity of student officers in organizations, especially during transitional periods
- Guidance given to student organizations by the SGA is poor
- Unclear status of recognized student organizations
- Unclear process of establishing new student organizations



## Appendix B - Communicating the Plan

This plan will be widely communicated including through use of the following approaches:

1. Presentation of the plan to members of the administration and staff
2. Posting of the plan on the SGA website
3. Publish portions of the plan in The Stute
4. Hold an open forum of the student body announcing the plan
5. Publicity of the new committees of the SGA and encouragement of the student body to participate in the committees



## Authors of the Plan

This strategic plan was authored by the 2007-2008 SGA Cabinet.

President – Michael Manzella

*Signature:* \_\_\_\_\_

Vice President – Jonathan Matos

*Signature:* \_\_\_\_\_

Chairperson of the Committee on Student Interests – Mary Kelly

*Signature:* \_\_\_\_\_

Treasurer – Michael Bocchinfuso

*Signature:* \_\_\_\_\_

Secretary – Alicia Mahon

*Signature:* \_\_\_\_\_

