

Strategic Plan

Created: October 10th, 2017



Approval History

Date	Approved By

Introduction

The purpose of the Strategic Plan is to guide the direction of the Society and encourage development in areas that will allow the Society to progress in key areas of need, in accordance with the Mission and Vision of the Waterloo Engineering Society. This plan will be considered valid until the 2021 Joint Annual General Meeting at which point a new Strategic Plan will be considered. The Strategic Plan is not a governing document binding the Executive, nor is it an exhaustive list of initiatives that could improve the Society. Instead, it serves as an overview of the objectives of the Society at the time of approval.

Mission of the Engineering Society

The University of Waterloo Engineering Society exists to promote a positive undergraduate experience among its members through representation of student opinion as well as support of academic, professional and social needs. The Society will strive to provide means for its members to develop and succeed as undergraduate students, and in their future endeavours.

Vision of the Engineering Society

The University of Waterloo Engineering Society will work to better facilitate representation of its students on all relevant matters. The Society will strive to grow and improve its academic, professional, and social events and services to cater to the expanding diversity of its members.

Organization

Society Relations

The Society aims to improve relationships and promote a positive working environment between A-Society and B-Society to ensure that the Society is well represented and unified. This goal can be achieved by:

- A. Following the Communications Guidelines for Society relations between A-Society and B-Society
 - a. Transitioning all new Executive, partnering on transition documents, and ensuring sufficient communication between Executive from each Society
 - b. Archiving all surveys and reports
 - c. Archiving all sponsorship information and proposals to affiliates and budgets
- B. Documenting all Society procedures, including those kept by the Business Manager
- C. Properly keeping records of all engineering conferences and competitions hosted by the University of Waterloo including, but not limited to the Engineering Student Societies' Council of Ontario (ESSCO) and the Canadian Federation of Engineering Students (CFES)

Federation of Students

The Society aims to improve the relationship between engineering students and the Federation of Students by:

- A. Advocating for improved resources available to students
- B. Advocating for inclusivity of the engineering student population
- C. Engaging engineering students with the changes that impact engineering students and delivering feedback to the Federation of Students' Executive

Academics & Representation

WaterlooWorks

The Society aims to further improve its current relationship with the Centre for Career Action (CECA) by:

- A. Maintaining a working relationship with staff built on a foundation of communication and respect
- B. Encouraging termly advocacy through Council and keeping students engaged with changes made by CECA

Professional Development (PD)

The Society aims to work with the Faculty of Engineering to better cater the PD program to students and employers by:

- A. Working with the Faculty of Engineering to collect continuous feedback from students
- B. Advocating for improved teaching and evaluation methods as per recommendation of students from the Faculty wide survey

Mental Health

The Society aims to improve resources available to students and provide more transparency regarding resource allocation and resource effectiveness by:

- A. Continuing the growth of the MATES (Mentored Assistance Through Education and Support) in Engineering
 - a. Ensuring there is physical space allocated for scheduled appointments and drop-ins in Engineering buildings through Engineering Counseling
 - b. Working with MATES Coordinators to better quantify the importance of MATES in Engineering for students and faculty
- B. Advocating for additional counselor availability within Engineering Counseling to better accommodate student need
- C. Better quantifying the mental health student need and satisfaction with current resources

Industry

The Society aims to improve relationships with industry representatives that partner with the Society by:

- A. Ensuring that relationships are properly transitioned between Societies and to incoming Executive
- B. Offering flexible partnership solutions to meet the needs of students and industry representatives

Student Life

Members

The Society aims to better communicate and cater to its members by:

- A. Following recommendations from the 2017 Communications Survey and Report
- B. Offering a variety events and services that appeal to all members
- C. Applying statistical analysis to student feedback to better understand wants and needs with respect to events and event planning

Traditions

The Society aims to cultivate community through the enrichment of Engineering traditions, pride, and culture by:

- A. Properly documenting Society history and providing access for all members
- B. Participating in events that are meaningful to its members and modifying traditions to include all demographics

Services

The Society aims to ensure that current services thrive by:

- A. Maintaining accessibility and awareness of student spaces including but not limited to POETS, RidgidWare, the Coffee & Donut Shop, Novelties, and the EngSoc Office
- B. Increasing awareness of key student resources including but not limited to Sponsorship, Engineering Capital Improvement Fund, and Student Deals
- C. Maintaining documentation regarding the status and functionality of all services