



Redefining our Future

BCITSA Strategic Vision

2014 - 2019

(updated May 2017)



In May 2014, BCITSA Council approved its third strategic plan. By listening and engaging with students, BCITSA diligently follows its mission of enhancing student life. Since the creation of these visioning documents, BCITSA has reached countless goals which have directly benefited students over the years. While not all were successful, the majority have enhanced student life. Enhancing student life remains our most important guiding principle. It is not only our tag line, but our raison d'être. For the past 3 years, the strategic plan has led to the accomplishments and expansions of our services and programming; all made possible by the hard work of everyone involved with the BCITSA. This energy created the momentum needed to better serve students, propelling the Association forward all in the name of bettering student experience. Our commitment to deliver on our promises and to positively impact as many students as possible remains a priority.

Why redefine our future when the current strategic plan is not complete? Through a series of successes and the hard work of so many, the Association has been able to achieve many of its goals or are currently in the process of completing them. To reboot our existing strategic plan is to layout the framework for the next 5 years. The focus will be divided between polishing existing goals and setting up the ground work for the future. In this ever-changing environment, it is wiser for the Association to take a proactive attitude toward the future.

The following guiding principles remain our compass:

VISION

To unite the students of today into a strong and vibrant community while providing them with the best possible services to aid them in their success.

MISSION

To be an advocate for students and provide services, which are student-centered, responsible, and proactive in supporting and enhancing the quality of student life.

MILESTONES

It is necessary to mention some of the countless milestones that have been reached to understand the need to reboot the strategic plan. This list adds to the already successful and noteworthy services such as Peak Leadership and mentorship programs; the new health and wellness initiatives; the ever-growing student engagement through clubs; the fantastic retail operations; the exceptional Childcare Centre; and the abundant events. All programs and services contributed to the enhancement of student life.

Apr. 2014

Created BCITSA Career Services

Jan. 2016

Constructed new Contemplation Room and Council Chambers

Jan. 2017

Completed construction of BCITSA administrative offices

July 2015

Hired new Government Relation Strategist

May 2016

Created 2 new Satellite Councillors at BMC & AIC, adding to the DTC position

Feb. 2017

900 students attend our second Technology Industry Days (125% increase from 2016)

Sept. 2015

Opened new Student and Career Services Centre in SE2

Aug. 2016

Upgraded BMC lounge and NE1 patio

Apr. 2017

Ground breaking begins on the Childcare Centre's expansion (62 spaces)

Sept. 2016

Opened the newly renovated student pub: Habitat

May 2017

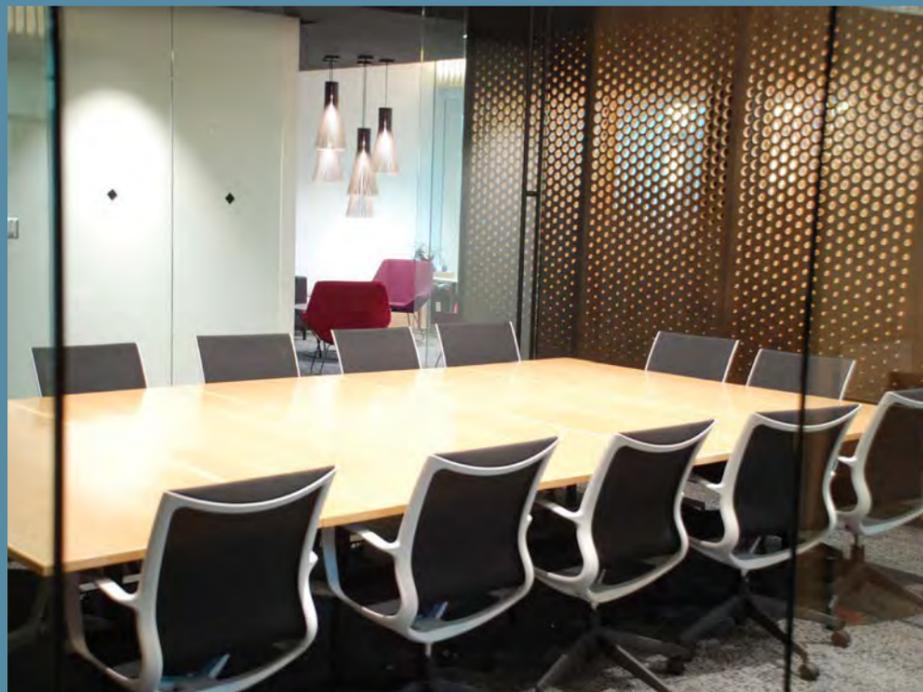
Design & Construction commences on the Entrepreneurship Centre

Sept. 2016

First entrepreneurial services offered to students and alumni

What does the future hold for BCITSA?

With the guidance of our student leaders, in conjunction with staff members, the following strategies were newly reaffirmed and/or determined. As an increasingly dynamic Association, some of these projects have already been initiated in support of our long-term vision.



Connection to Members

Our connection to students is pertinent to their needs and successes. Through the voice of student representatives, students' needs are heard and communicated. Our brand and image is recognizable by students and is used to increase student engagement in the following ways:



Using various means of communication to reach our diverse student population including: a strong online presence through our website, social media channels and electronic newsletter, a monthly student-made cultural publication (*LINK* magazine), and face-to-face interaction. Through these mediums, BCITSA provides relevant information for student success and engagement.

Having Student Executives be the voice of the Association and speak on behalf of the larger student populations. Executives use this privilege to ensure that students' voices are heard. By establishing a strong connection between Council and students, the view of students can be better represented.

Creating an integrated student engagement model that is reactive to students' needs. Through authentic communication, which is not only responsive but inviting, students feel connected to their community. Storytelling represents one of the many ways to engage and interact with students.

Advocacy & Governance

BCITSA Council consists of a strong and vibrant board that guides the future of the Association. They provide direction for the Association, and have a powerful voice in other arenas affecting students, from government relations to external relationships with various stakeholders. Student representatives at all levels of involvement are well-versed in the affairs of the Institute and student politics, therefore, the BCITSA Council is able to better represent their constituency by:

Recognizing Set Representatives and other student leaders (BoG, EdCo, Councillors & clubs) as a fundamental part of student representation. They are well-versed in the affairs of BCITSA and BCIT and able to engage with their respective constituency efficiently and confidently. Their integration reinforces the voice of students on campus by engaging the larger student body as part of the discussion related to student issues.

Providing opportunities for all student groups including part-time, international, satellite, and students of all identities and interests to be represented. With an inclusive model, all students can feel part of the BCIT student community.

Being an integral part of the discussion at the different levels of government as it relates to student issues. SA Council establishes relationships with other student groups that share similar values to those of BCITSA.

Actively advocating for the improvement of student policies and procedures. BCITSA collaborates with BCIT for the improvement of student and academic policies in order to meet its obligations towards students.



Retail Operations

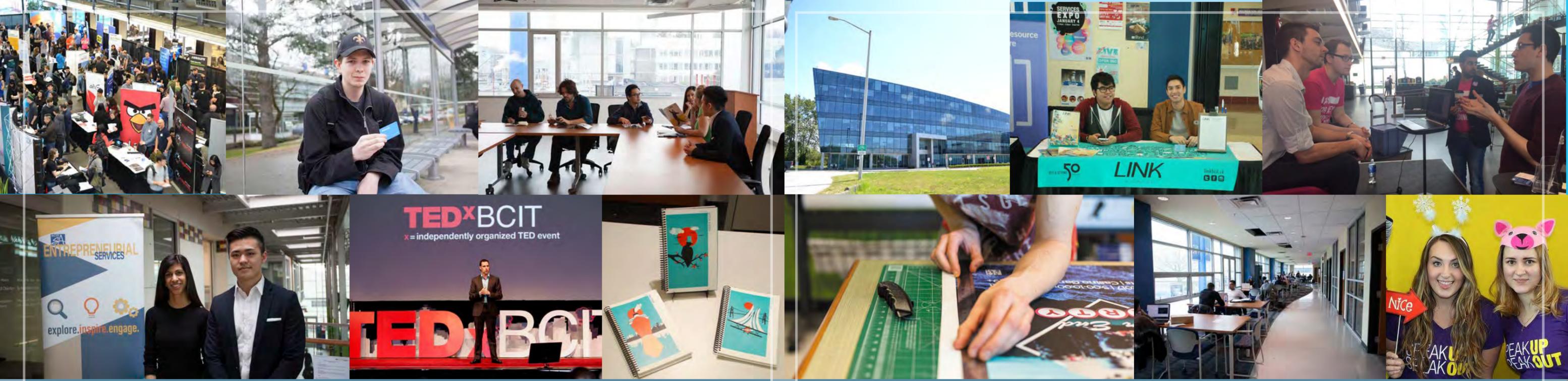
As part of its core services, BCITSA operates retail operations including a pub, convenience/school supply stores, and printing services. The primary goal of these operations is to provide additional options on campus. These operations are efficiently managed matching our belief of offering a service of significant value while ensuring financial viability of these services as such:



Ensuring BCITSA retail operations remain a beacon on campus. Their unified brand and quality of services represent strength for the Association. Being the service that interacts most with students on a regular basis, the retail stores become one of the avenues where BCITSA engages with students. Its flexibility to operate enhances the student experience.

Generating new revenue opportunities by developing long lasting external relationships to benefit overall operational functions while building industry relationships. From expanding our sponsorship and vending programs, to increasing access for employers to students' talents, these new revenue opportunities support BCITSA's goal of enhancing programs and services.

Creating and advocating for a better retail and food experience on all campuses. BCITSA retail operations provide alternative catering options when possible.



Student Services & Programming

BCITSA is a strong stakeholder in the delivery of student services on all BCIT campuses while remaining true to its mission of being student-centered, responsible, and proactive. The Association is a partner on campus as it relates to serving students, and we organically evaluate services to ensure continuous improvement of our offerings including:

Providing services both in-person and online. To ensure that all students have the ability to engage in student life in a two-way conversation, the Association continues to develop online strategies for expanding our reach. A strong online presence allows us to connect with more students and communicate our programs, services, and events.

Offering career services for all BCIT students and alumni. Working closely with the different BCIT Schools, BCITSA Career Services provides relevant, innovative and engaging services to students and alumni for career advancement. With strong ties to employers, BCITSA connects students with local, national, and international employment opportunities. Through responsiveness and adaptability, BCITSA Career Services is recognized for its innovative approach to the field.

Working in collaboration with various stakeholders, BCITSA provides students the opportunity to achieve a substantial level of physical and mental wellbeing. Programs are designed to be preventative and educational by nature, while having a strong emphasis on self-care. Student wellbeing on campus is centered on a culture of acceptance and accessibility.

Strengthening student advocacy programs, which are an integral part of campus life. The Advocacy Services' prime function is to educate the BCIT community, provide support to students, and place a strong emphasis on self-advocacy. Students are aware of and understand their roles and responsibilities while on campus and are assisted when navigating the diverse institutional policies.

Providing an encompassing range of student services, BCITSA provides engagement opportunities for all students. While focusing on part-time and international students, all services help create a culture of student engagement and enable student success.

Providing services to students attending satellite campuses with the same relevancy as those in Burnaby. As BCIT expands programs to satellite campuses, BCITSA understands the significant and specific needs for each of these campuses, and thus continues to offer what is truly needed for these students.

Expanding, upgrading and advocating for informal student spaces, BCITSA creates impactful and engaging areas for students to learn, innovate, and collaborate. A new Student Centre is envisioned as the heart of the Burnaby campus, supporting our commitment to students.

Creating a culture where childcare services are expanded based on the needs of the BCIT community.

Our Employees & the Association

Employees are the reason why the Association is able to provide a multitude of successful services. Employees are the continuity factor that makes our aspirations a reality while creating an organizational culture that is unique. Their professionalism and dedication to customer services ensures that BCITSA continually works towards its vision. Employees value and understand students' experiences and needs, and support BCITSA's values and mission statements. The Association's culture of flexibility and adaptability is only possible because of employee excellence. BCITSA reassures this by:

Redefining the Association's administrative foundation through strong policies and framework.

Encouraging employees to develop their own ideas for the growth of the Association. This flexibility not only creates a sense of renewal for their position but also ownership towards the success of the Association.

Providing adequate resources for staff to meet their professional goals and career advancement, while providing training opportunities that meet their existing and future needs.

Celebrating employees' successes, and embracing the unique organizational culture.

Providing adequate technological and working resources while maximizing the use of technology through training and continuous review. By aligning the BCITSA IT plan, staff members are meeting their potential while improving efficiency, allowing them to concentrate on student interaction.

BCIT Student Association

3700 Willingdon Ave. (SE2)
Burnaby BC V5G 3H2

604.432.8600
info@bcitsa.ca

www.bcitsa.ca



Designed and published by:
BCITSA Publications
© 2017