2017-18 STRATEGIC INITIATIVES

“Empowering ECU Forward”

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Rogers – Smith Administration

97th Session of the ECU SGA Student Assembly, 2017-2018

EAST CAROLINA UNIVERSITY
Fellow Pirates,

SGA is more than an acronym and more than an organization. The Student Government Association is an organism of representatives that exist to amplify the student voice by providing service to our communities through initiatives and partnerships, governance through representation on campus boards, committees, adopting legislation that enhances the quality of student life, and advocacy on behalf of students from all walks of life. This Strategic Plan further fulfills our commitment to always remain transparent and accountable to every student, this great university, and to supporters and friends. It is my hope that as you turn each page that your level of confidence in SGA’s ability to represent you and your needs will increase. I can assure you, as we sail the pirate ship to capture our horizon, your pirate pride will increase. Ralph Waldo Emerson once said, “What lies behind us and what lies before us, are tiny matters compared to what lies within us.” Join SGA in making progress, as we aspire to become America’s next nationally recognized institution. You have a voice and it matters!

Ever you servant,

La’Quon Rogers
Student Body President
Purpose & Vision

Purpose:
The Student Government Association exists to serve the students of East Carolina University, and will be a source of governance for the students so that they may be heard collectively. This organization will encourage cooperation that inspires positive change within the university and its constituents, while upholding the values and mission of East Carolina University. The focus of the Student Government Association is to advocate for the East Carolina University Student Body by creating Student-University engagement. Opportunities will be in an environment in which students have the right to self-expression.

Our Vision
The Executive team of the President and Vice President aspires to accomplish the goal of providing inclusive, transparent leadership to best represent over 30,000 students enrolled at East Carolina University. We aspire to maintain a student focused mindset in all that we do, for we are servant-leaders.
La’Quon Rogers is a native of Ayden, N.C., a 2012 graduate of Ayden-Grifton High, and a 2015 graduate of Pitt Community College with an Associate in Arts. During his time, he has formed his own opinion concerning leadership. He believes that in order to be an effective leader, one must have the heart of a servant, the willpower of a soldier, and the ability to leave the impact of a lifetime in a single moment.

His most recent accomplishments include being elected to serve as the President of the Student Government Association of East Carolina University, and being chosen as Business Strategy & Development Intern for Mary’s Care, Inc.

While at Pitt Community College, he achieved an impeccable academic career through his classroom work and his involvement in various campus and state organizations. La’Quon received the Pitt Community College Study Abroad Scholarship traveling to France and Spain. He became the first student from his college to be awarded the prestigious Governor Robert W. Scott Student Leadership Award presented to him on March 20, 2015.

He also served as the North Carolina Comprehensive Community College Student Government Association president, representing over 800,000 students throughout 58 community colleges, and an ex-officio member of the North Carolina State Board of Community Colleges from 2014-2015.

La’Quon is currently a first-generation transfer student at East Carolina University, pursuing a double major: a Bachelor of Science in Business Administration, concentrating in Management; and a Bachelor of Science in Political Science, with a focus on international relations.
Meet the Vice President

Meet the Vice President

Ryan Smith, a native of Mocksville, N.C., graduated in 2013 from Davie High School where he was a decorated scholar-athlete and honors leadership student. A senior Business major with a concentration in Finance, he currently works at Gunther Law Firm as a Case Manager & Business Strategy Consultant.

He has been involved in Student Government for 3 years now where he currently serves as Vice President with a focus on internal operations. Being a part of UNCASG has given him the unique ability solve and review the different aspects of things happening on campus due to his role in planning and consulting with different schools across the UNC System. Aside from SGA, he is also involved in other areas of campus including being the founding Vice President of Sigma Pi Fraternity, and being a member of the ECU Pre-Law Society.

His most recent accomplishment was the planning and implementation of “15,000 Pirates,” a mental health awareness initiative that took place on campus during one full week in November 2016. This project impacted over 2,000 students on both the main campus and the Health Science campus. This event received state-level recognition and ultimately led to Ryan’s consultant role in other UNC system school mental health initiatives.
Organizational Focus

1. **Improve External Relations** – SGA will strive to cultivate working relationships with student organizations, campus departments, administrators, local and state officials, and other universities by:

   a. Appointing a member of the ECU Assembly to the UNC Association of Student Governments
   b. Establishing relationships with organizations outside of the funding process
   c. Renewing contact with leadership of each academic department and,
   d. Maintaining regular meetings with Chancellor Staton, Vice Chancellor Hardy, and other campus administrators
   e. Encourage ECU Students to Pursue Candidacies for the UNC Association of Student Governments

2. **Streamline the Legislative Process** – SGA will seek to train all members of the Student Assembly to properly write and introduce resolutions, demonstrating an understanding of the legislation process by:

   a. Sponsoring a writing workshop during the Student Assembly opening retreat that is designed to instruct Assembly members on how to take an idea through the legislation writing process and,
   b. Introducing SGA members to the proper channels for proposing and discussing legislation through committees
   c. Directing and encouraging committees to inquire within departments and university offices to invite subject matter experts or university leadership to speak to the assembly, which will better gain understanding when reviewing/authoring legislation
3. **Increase SGA Interaction/Awareness** – SGA will aim to recreate our brand in order to make more apparent our efforts purposefully and effectively, in addition, students with concerns or ideas will be able to reach out to SGA for assistance by:

a. Implementing a bi-weekly, school-wide broadcast featuring SGA’s current and past initiatives, projects, and legislation  
b. Live-streaming SGA Assembly meetings via Facebook Live and,  
c. Opening an avenue to “Contact your Representative” on the official SGA website

4. **Increase accessibility to Campus Resources** – SGA pledges to work intricately with campus departments to ensure that students are aware of the resources we offer and that they are readily available to them by:

a. Showcasing a resource spotlight on our official website, in our newsletter and,  
b. Planning events with campus departments

5. **Acceptance & Inclusion** – SGA will strive to represent all ECU students and student-lead organizations regardless of race, ethnicity, religion, gender, disability, or political thought by:

a. Creating a welcoming environment that fosters open feedback and constructive criticism and,  
b. Being present at organization meetings  
c. Providing greater representation for Distance Education Students

6. **Establish Internal Cohesion** – SGA will ensure that all members are aware of the organization’s goals and work as a team to achieve them while holding each other accountable in a respectful manner by:

a. Hosting a Student Assembly opening retreat aimed to prepare and train representatives to be successful in their individual roles and united as a team
b. Hosting an executive retreat after Fall Break to reevaluate how the group works together and revisit any practices that need to be adjusted, and
c. Creating Opportunities for SGA Members to Provide Feedback about their Experiences

7. **Accountability** – SGA will maintain an open line of communication and transparency about decisions and operations of the Student Government Association by:

   a. Posting all SGA information – including actions, minutes, and legislation – on our official SGA website for public view and,
   b. Posting all club and organization appropriation decisions on the official SGA website, in addition to displaying the budget progress in the SGA office

8. **Leadership Development** – SGA pledges to create and foster opportunities for members to gain and develop transferable, real-world leadership skills by providing opportunities for them to

   a. Build public speaking and written communication skills
   b. Prepare for and chairing weekly meeting
   c. Attend workshops on legislation writing and parliamentary procedure
   d. Participate in volunteer opportunities in the local community and,
   e. Network with student leaders

9. **Student Advocacy** – SGA will strive to represent the student interests in the fullest capacity possible by:

   a. Drafting and proposing legislation that advances the rights and liberties of students on campus and,
   b. Prioritizing the relationship between students and SGA over departments and SGA
Administrative Focus

1. Provide Club and Organization Development

There are over 450 registered clubs and organizations at ECU. These clubs prove to be a vital part of the student experience. We believe that SGA should play a more instrumental role in the development of all organizations.

To accomplish this, we will implement an outreach program that will assign each representative to a collection of organizations to meet with on a regular basis. This will open a dialogue and channel of which SGA can utilize to better serve organizations and their respective members.

To help reach these goals, we have pioneered an approach that includes the implementation of committee budgets for directors who, along with the oversight of the Treasurer, can spend SGA funds as a committee. All committees will have their own respective budget for discretionary spending to better serve the large, diverse ECU and Greenville community.

2. Impact East Carolina’s Research and Development Agenda

Chancellor Cecil Staton has a vision to make East Carolina University a nationally and internationally recognized research institution. In an effort to recognize this goal, SGA seeks to promote student-led research initiatives. SGA is set on propelling ECU forward by compiling a strategic plan on how it can actively work to progress our research and development agenda.

With the implementation of a Research and Development-focused committee, we believe that we can better meet the goals of the University to more accurately recognize and identify, and promote research opportunities.
In addition, specific appropriations have been designated for the purpose of furthering the University’s student-led research undertakings.

3. **Promote Campus Unity**

At East Carolina University, as well as the rest of the nation, there is a call for unity. The SGA will strive to promote campus unity through sponsored university, club, and community events.

On the state level, we wish to partner with our fellow UNC-System schools to further unify students across the State in accomplishing and furthering like-minded goals and objectives.

4. **Improve Campus and Grid Safety**

Campus and Grid safety has long been a topic of concern at ECU as well as other UNC System schools. SGA represented student concerns and values, as we amplified the student voice, during the selection of the new ECU Police Department Chief of Police. SGA will partner with the ECU Police Department to form a Student Safety Committee to serve in an advisory capacity to the Chief of Police.

SGA will continue collaborating with Environmental Health and Campus Safety to advance the Safety Corridors Project, and provide design assistance to market a campaign to raise awareness about the Live Safe app and its capabilities. We will participate in the campus lighting assessment and review results and priorities with Facility Services.

In addition, we would like to explore initiatives undertaken by other schools in the UNC System such as campus safety walks and designating ECU PD officer to residence halls to provide direct access to report concerns and act as a resource for on-campus residents.
5. **Advance Campus Parking**

Campus parking is a continually rising topic on all 17 UNC System campuses. What sets ECU, as well as this administration, apart from our peers is that we have started purposeful dialogue with all parties involved in parking and transportation, both on ECU property and around the city of Greenville.

The city of Greenville has conducted a study on how to better utilize automotive parking around the city. The involvement of SGA in the process of analyzing viable parking solutions around the campus will hopefully provide utilization of the parking available downtown Greenville as well as in “The Grid” area.

To alleviate parking problems, we would like to look towards the University Strategic Plan and explore the pursuit of strengthening the bicycle infrastructure on and around Main Campus. In collaboration with the Parking and Transportation Committee, SGA will seek to find ways to promote student friendly parking policies.

According to studies and surveys found in the Campus Bicycle and Pedestrian Plan, which was released by the University, the strengthening of bicycle infrastructure would be widely accepted by ECU students and faculty alike.

ECU has national recognition as a bicycle friendly campus. SGA would like to further our accreditation as a bicycle friendly institution and promote healthy lifestyle choices, by means of accessing bike safety and campus accessibility options.

6. **Increase SGA Awareness**

As ECU’s umbrella student organization, we would like to make SGA more integral in campus activities. To do this we must expand SGA’s involvement in campus events hosted by Student Activities Board (SAB), Student Activities and Organizations (SAO), Black Student Union (BSU), Student Media Board, the Residence Hall Association (RHA) and groups within Student Involvement & Leadership (SIL), such as cultural and Greek communities, among others. In addition, we must also make SGA a more accessible and visible organization to the student-body.
7. **Enrich the SGA Representative Role**

Members of the Student Assembly put forth a notable amount of work and time into their elected positions. Many times, these dedicated individuals do not receive the credit that is due to them in the capacity in which they serve. We want to ensure that the work performed by SGA representatives is fulfilling and fruitful for the time, effort, and dedication involved in their respective role.

SGA is an enriching opportunity and we would like to consistently recognize the contributions made by each assembly member. Another goal of this administration is to provide opportunities to representatives, providing them with professional development and transferable skills.

8. **Enhance Service to the Greek Community**

ECU is home to one of the largest Greek communities in the State of North Carolina, we desire greater partnerships and members. We will work to form greater partnerships and highlight and encourage philanthropic participation, community service, and leadership.

9. **Campus Forward Award**

SGA will promote student friendly policies and initiatives by acknowledging administrators, faculty, staff, and students for their initiative to create a better campus community for living and learning.