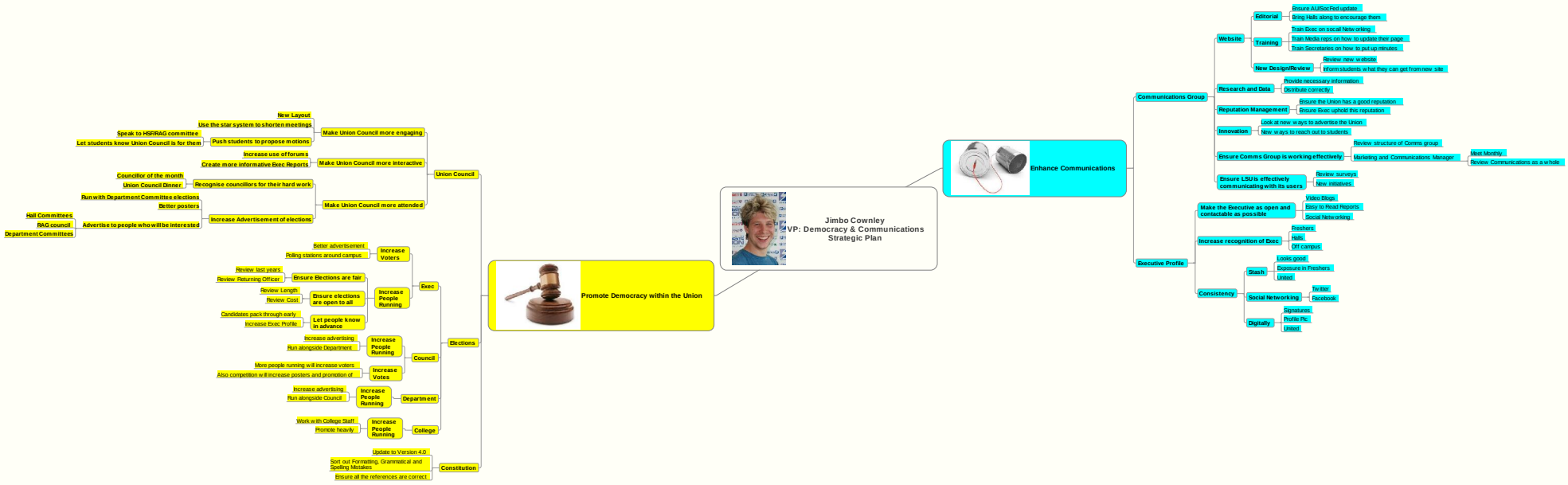
Jimbo Cownley
VP: Democracy & Communications
Strategic Plan
Promote Democracy within the Union
Union Council
Make Union Council more engaging
New Layout
Use the star system to shorten meetings
Push students to propose motions
Speak to HSF/RAG committee
Let students know Union Council is for them
Make Union Council more interactive
Increase use of forums
Create more informative Exec Reports
Make Union Council more attended
Recognise councillors for their hard work
Councillor of the month
Union Council Dinner
Increase Advertisement of elections
Run with Department Committee elections
Better posters
Advertise to people who will be interested
Hall Committees
RAG council
Department Committees
Elections
Exec
Increase Voters
Better advertisement
Polling stations around campus
Increase People Running
Ensure Elections are fair
Review last years
Review Returning Officer
Ensure elections are open to all
Review Length
Review Cost
Let people know in advance
Candidates pack through early
Increase Exec Profile
Council
Increase People Running
Increase advertising
Run alongside Department
Increase Votes
More people running will increase voters
Also competition will increase posters and promotion of
Department
Increase People Running
Increase advertising
Run alongside Council
College
Increase People Running
Work with College Staff
Promote heavily
Constitution
Update to Version 4.0
Sort out Formatting, Grammatical and Spelling Mistakes
Ensure all the references are correct
Enhance Communications
Communications Group
Website
Editorial
Ensure AU/SocFed update
Bring Halls along to encourage them
Training
Train Exec on social Networking
Train Media reps on how to update their page
Train Secretaries on how to put up minutes
New Design/Review
Review new website
Inform students what they can get from new site
Research and Data
Provide necessary information
Distribute correctly
Reputation Management
Ensure the Union has a good reputation
Ensure Exec uphold this reputation
Innovation
Look at new ways to advertise the Union
New ways to reach out to students
Ensure Comms Group is working effectively
Review structure of Comms group
Marketing and Communications Manager
Meet Monthly
Review Communications as a whole
Ensure LSU is effectively communicating with its users
Review surveys
New initiatives
Executive Profile
Make the Executive as open and contactable as possible
Video Blogs
Easy to Read Reports
Social Networking
Increase recognition of Exec
Freshers
Halls
Off campus
Consistency
Stash
Looks good
Exposure in Freshers
United
Social Networking
Twitter
Facebook
Digitally
Signatures
Profile Pic
United