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“Strategy is not the consequence of planning, but the opposite: its starting point.” – Henry Mintzberg
**Introductory Statement**
This strategic plan, developed by the Speaker of the Student Senate, Cedric Price, serves as one of his many pathways to help the Student Senate in being effective elected representatives for the student-body.

This strategic plan concentrates on strategically organizing the Student Senate by having a central question to remind the Student Senate of its purpose and intent regarding all ideas. A focus is also given to five goals and target points that collectively focus on enhancing the connection between the Student Senate and the student body, networking and developing our connections with administrators and others allowing us to produce more change for the student body, and more.

Successfully implementing and accomplishing this plan will be possible with the effort that is provided by Senate Leadership and Student Senators.

**Student Government Mission Statement**
The name of this organization shall be the Student Government of George Mason University. Student Government is a permanent standing entity which receives its legitimacy and authority as representatives of the entire student body. The Student Government of George Mason University advocates the interests of the student body, educates the University community with regard to the state of the institution, and represents the interests of each student. The Student Government of George Mason University will serve as a liaison to the administration, faculty, staff, and University community.
The Senate’s Guiding Question

This guiding question is essential and should always be reinforced throughout all conversations. The primary focus of this guiding question is to remind everyone that what we do has an affect on the student body. With that, for all initiatives and goals we set our guiding question is, how many students will we impact?

40th Student Senate’s Guiding Question

HOW MANY STUDENTS WILL WE IMPACT?

NUMERICALLY
Through all ideas and initiatives, how many students will be impacted through our efforts? Will 30 students be impacted or will 300 students?

AT-LARGE
Are decisions made impacting only a select population of the student body or is it impacting various communities within the student body?

EFFECTIVELY
Through our actions, will students be impacted on a level that will influence them in a way to become more engaged and active in ways similar to our promoted actions?
Senate Goals and Strategies

The senate will continue having a focus on accomplishing individual, committee, and annual initiatives. The provided five-point list is composed of what Speaker Price has deemed as core goals—goals he sees necessary to complete by the end of the 40th session. (Goals are in no order of importance.)

Goal #1: Have a minimum of 75 non-Student Government members attend committee and Senate meetings
- **Strategy #1:** Use of social media, flyers, and word of mouth
- **Strategy #2:** Create a sign in sheet to track attendance

Goal #2: Increase student engagement/spirit around campus
- **Strategy #1:** Increase student participation in Mason Stewards & Maintain Mason
- **Strategy #2:** Bring back *Spirit Violations* on Friday’s

Goal #3: Have the University’s President attend at least one Senate meeting
- **Strategy #1:** Send an inviting letter to the President
- **Strategy #2:** Student Body President encouraging the University President’s attendance when they meet during their meetings

Goal #4: Have senators develop connections with faculty and administrators
- **Strategy #1:** Invite faculty/administrators to committee meetings
- **Strategy #2:** Build a consistent presence on university committees/boards
- **Strategy #3:** Implement the sharing of faculty and administrators each month at senate meetings

Goal #5: Share the Senate’s Accomplishments
- **Strategy #1:** Initiate a “Speaker’s Monthly Report”, where the entire month’s accomplishments of the Student Senate are shared through multiple ways (last officer report of each month during Student Senate meetings, Student Government website, or social media accounts)
- **Strategy #2:** Create a presentation to give at the end of each session, outlining the accomplishments and impact made throughout the semester
Target Points for the Student Senate

These targets points are objectives that should always be aimed to be achieved as we continue to reference the Senate’s Guiding Question—how many students will we impact?

Build connections with offices and departments at George Mason University.

Accomplish declared initiatives.

Further outreach with Registered Student Organizations (RSO).

Attempt to bring at least one non-Student Government member to committee and senate meetings a month.

Be an all star! Serve the Mason community to the best of your ability.
Operation of Committees

This section pertains primarily to the chairman of each committee.

- The chairman of each committee should lead their meetings accomplishing at least one new item of business each week.
- Committees should still be schedule to meet, even if there is no legislation to consider.
- Be intentional with your agendas!
  - What have you accomplished?
  - What are you aiming to accomplishing?
  - How does your committee stand out from others?
- Delegate!
  - Be sure to utilize the members of your committee to accomplish goals
  - Assign responsibilities or see if there are any volunteers
- Chairman and Vice-Chairman
  - Be a working team!
  - Understand and know the vision that is being targeted for the committee
- Chairman should be working with their Executive counterparts
- Each committee must have a vision that unites with the Student Senate’s guiding question.
Initiatives

Before beginning an initiative, the following four points must be known before proceeding. A flow chart is also provided, explaining the helpful steps to follow when working on an initiative. Senate Leadership is available to provide assistance to senators on their initiative.

1. Declare Initiative
2. Establish an Achievable Goal
3. Senators Involved
4. Execution & Timeline
Ways to Connect with the Student Body

Ultimately, we are aiming to connect with the Student Body.

1. When completing outreach for the month, give away a business card or flyer for an upcoming Student Government event.
2. When completing outreach, take a picture (#SGoutreach).
3. Promote Student Government’s social media pages.
4. “But what do ya’ll really do?”. Share what we’re doing by explaining what we’re working on and what’s to come!
5. Expand and have more attractive WDYWW giveaways.
6. Encourage and increase student traffic in the office.