

Goals from Council Retreat 2009

1. Communication/ Outreach

- a. Be specific**
- b. On the ground**
- c. Beyond listservs**
 - i. Using new media (Facebook etc.)**
 - ii. Word of Mouth**
- d. Quality over Quantity**
- e. Council more accessible**
 - i. Different media (video)**
 - ii. Other factual publications**

2. Transparency

- a. Website materials**
 - i. Meeting times, documents**
- b. Financial matters**
 - i. Oversight**

3. Campus Life, Activities on Campus

- a. As important as advocacy/representation**
- b. Councillors need to promote SSMU/McGill events**
- c. Be leaders in student engagement**
- d. Simple events to involve the whole campus**
- e. Events that target a variety of small groups**

4. Collaboration with other Universities

- a. Look at what other student associations are doing**
- b. Learning from mistakes**
 - ie student-run food service**
 - i. learning about the trends**

5. Council Issues

- a. Investment policy**
- b. Make sure SSMU – Faculty link is strong**
- c. Long Term Capital Expenditures**

6. SSMU Resources = Visible/Available

- a. Let people know what funds are available and can be applied for**
- b. Delegate tasks for visibility among faculties/constituency**