



## **BUSINESS PLAN 2008**

**Swinburne Student Amenities Association (SSAA)**

## Strategic Activity 1

<b>TO PROVIDE INDEPENDENT ACADEMIC ADVICE AND SUPPORT FOR ALL STUDENTS</b>				
<p><b>Comments:</b>            The SSAA will provide a free and independent advisory service to all Swinburne students. There are several inhibitors to this part of the operations. These include, but are not limited to: Access and visibility, students do not know where we are and have difficulty finding us; Promotion. Students tend not to use us until the last resort; Importance. Students often underestimate the effect of academic matters.</p>				
<b>2008 Action</b>		<b>2008 Target</b>		<b>Accountability</b>
1	Academic advice and advocacy	To advise and counsel students on academic matters related to their course. To advocate for and represent students to the University for all course related matters. To specifically advocate for students with assessment and appeals issues, such as Show Cause, Exam Discipline, At Risk, Appeals, enrolment issues, student misconduct and interpersonal issues.		Student Academic Advisor
2	Briefing, research and training for student representatives	To allocate each Student Academic Advisor (SAA) with boards/committees responsibility in support of student representatives. These will be the students from the SCN which will be the base for student representatives to university boards, committees and panels.		Student Academic Advisor
3	Academic issue research	To research academic issues. To contribute to university Working Parties and policy development committees as they occur		Student Academic Advisor

## Strategic Activity 2

<b>PROVIDE CAMPUS BASED ACTIVITIES</b>			
<b>Comments</b>			
2008 will continue to re develop this area of activity. The Hawthorn and Lilydale campuses are seeing a re direction of student activities and participation. During 2007 SSAA developed a series of student functions that increased the level of student participation across all campuses and sectors. It is planned to continue this direction in 2008. This will result in less weekly activities at some campuses but will see increased student participation of a more meaningful nature on all campuses. The simple free food service will give way partly to a variety of activities such as student parties, off campus events, recreation, trips and student based programs.			
	<b>2008 Action</b>	<b>2008 Target</b>	<b>Accountability</b>
1	To provide Orientation first and second semesters (incorporating Welcome Back Week).	Run two weeks of daily activities for students to encourage and welcome their participation and to orientate them to the campus and their course. i.e. day and evening events (sometimes two per day, lunch and evening), entertainment, tours, giveaways, off campus events and a large "Centenary" party at end of period. To operate first and second semester on all campuses. Encourage students to take part in Faculty information sessions. Provide a variety of promotional merchandise for students that is valued by them and that carries the SSAA message. Eg pens, bottle openers, caps, bags, diaries, planners.	Activities staff
2	To provide social and cultural events for students across all campuses.	Present a series of themed cultural events eg Multicultural week, Safe Sex week To present, underwrite and assist in student balls, VCAL Deb Ball, Residents Ball and large interactive student social events. Present regular, and in some campuses, weekly events.	Student Academic Advisor Operations Manager
3	To develop and grow a	To develop a cooperative role with Swynergy in the area of	Activities/Rec Officer

	more inclusive “active” recreation service.	recreation/sports leadership. Develop a series of recreational/educational activities such as over night/weekend trips and tours, self improvement activities such as Self Defence for Women, health classes		
4	To develop and maintain clubs (non sporting) across all campuses	Clubs are continuing to increase. Support, organise and help administer clubs and their activities. To ensure proper systems and rules are in place and followed. To track clubs financial expenditure. Oversee a grants program for clubs.	Clubs/Activities Officers	
5	To support and grow student activity and involvement in 3 SSR Student Radio and to grow the role as a service for the university.	To maintain the 24/7 streaming service. To host the streaming service. To expand the services of the radio station to include podcasts, notable addresses and program selection.	Clubs Officer Admin Officer	

### Strategic Activity 3

<b>PROVIDE A SAFE AND RELIABLE “NIGHT BUS” SHUTTLE SERVICE AT HAWTHORN, PRAHRAN AND LILYDALE CAMPUSES</b>			
<b>Comments</b>			
The “night bus” service has been operating successfully for some time now. During 2007 it grew rapidly in the number of passengers carried and hours it operated at the Lilydale campus. This was due to increased international students in Hospitality attending night classes and needing to get to the station after class. Other campuses have maintained the same level of service.			
<b>2008 Action</b>		<b>2008 Target</b>	<b>Accountability</b>
1	Provision of a night bus shuttle service	To operate a shuttle service for the safety of students at Hawthorn, Prahran and Lilydale campuses Maintain current hours of operation at Hawthorn and Prahan and increase the provision at Lilydale to cater for the rapid increase in night students reliant on public transport.	Casual drivers Op’s manager

## Strategic Activity 4

<b>TO PROVIDE A MEDIA/COMMUNICATIONS SERVICE WITHIN SSAA</b>			
<b>Comments</b>			
For 2008 some of these services will be outsourced. The incumbent position was too broad, consequently the “creative” work will be out sourced and the marketing/communication will be in house.			
	<b>2008 Action</b>	<b>2008 Target</b>	<b>Accountability</b>
1	To produce a student diary	Design, lay out, prepare all artwork, text, source advertising for student diary Contract and liaise with printer. Liaise with sponsorship company in seeking advertising Print 25,000 copies and distribute to student on all campuses (an increase of 5000)	Operations Manager Media/Com’s Officer
2	Develop a series of Merchandise and promotional materials.	Develop, produce and publish a variety of promotional materials such as banners, promotional clothing, merchandise giveaways	Media/Com’s Officer
3	To develop and maintain a student based interactive web site.	Dynamic web site that includes student input and interaction including student feedback mechanism.	Media/Coms Officer
4	Print promotional material	To develop and maintain a cutting edge series of promotional and informative material and print and distribute said material.	Media/Coms Officer
5	Outsource art/graphic design work .	To maintain and enhance the level of quality printed material	Media/Coms Officer

## Strategic Activity 5

<b>STUDENT LEADERSHIP AND PARTICIPATION</b>			
<b>Comments</b>			
<p>This strategic activity will bring together several areas of activity that have been ad hoc or lacking a clear frame of reference to date. These activities will include but are not limited to; Student Consultative Network, V.C's Leadership Program, volunteers program, O Hosts, Peer Support Program, mentoring, Golden Key Society. It is expected that the program will require increased salary allocation to enable better program delivery.</p> <p>It is planned to seek a senior academic as a "champion" for this project to promote and lend status to the academic community. This program will have theoretical and practical placement components that students can move between</p>			
	<b>2008 Action</b>	<b>2008 Target</b>	<b>Accountability</b>
	SSAA Board Induction	To induct SSAA Student Board Directors and enrol them in the Leadership Victoria program	Op's Manager CEO
1	Identify and recognise Volunteers Program, incorporating O Hosts, SCN, Peer Support programs and other areas of student volunteer activities	<p>To give appropriate recognition to students involvement in the university experience outside the classroom.</p> <p>Brief, train and advice network members.</p> <p>To train and support volunteer students for leadership, Orientation hosts, activities volunteers, peer support and</p> <p>To monitor participation and provide incentives for student involvement</p> <p>Provide some social activity to encourage participation and develop the student experience.</p> <p>Develop and deliver customised Business modules to support student leadership.</p> <p>Develop and print promotional material for the program.</p> <p>Organise further training such as Safe Food Handling, Responsible Serving of Alcohol, First Aid and Outward Bound.</p>	Student Academic Advisors SCN Officer
2	SCN Induction	To provide this support for all twenty eight positions.	SCN Officer

		The same training will also be offered to other volunteers.	Op's Manager	
3	Consolidate and promote the Vice Chancellors Leadership program	Provide at least two customised training modules on leadership. Induct students involved.	SCN Officer	
4	Support students elected and appointed to university boards and committees	To brief and resource students for their roles on various boards and committees.	SAA SCN Officer	
5	Support and grow SSAA International Advisory Group	To have a fully functional International student group advising the Board on international student issues. To have a group of international students leading social and cultural interaction within that cohort.	SCN Officer SAA's	
6	Support and grow SSAA Postgraduate Advisory Group	To have a fully functional Postgraduate student group advising the Board on postgraduate student issues. To have a group of postgraduate students leading social and cultural interaction within that cohort.	SCN Officer SAA's	

## Strategic Activity 6

<b>TO PROVIDE AND SUPPORT SPORTS ACTIVITIES</b>			
<b>Comments</b>			
To support the provision of sporting activities to students and promote healthy lifestyles.			
	<b>2008 Action</b>	<b>2008 Target</b>	<b>Accountability</b>
1	Sports and clubs subsidy	To expand the number of active clubs To monitor and support clubs activities To make clubs compliant to SSAA rules Monitor and help administer clubs operations and finances	Swynergy
2	Swynergy underwrite	Provide ongoing support to Swynergy operations	Swynergy
3	Hawthorn pool	Provide subsidised access to pool for students and staff	CEO

## Strategic Activity 7

<b>SUPPORT FOR OTHER UNIVERSITY ACTIVITIES</b>				
<b>Comments</b>				
To provide and support other student services in the university. These services are not available through main infrastructure provision and it is intended to further enhance the student experience through these activities				
<b>2008 Action</b>		<b>2008 Target</b>	<b>Accountability</b>	
1	To support the provision of international graduate careers service.	To provide a new service to international students that recognises the particular needs of this cohort	Careers and Employment	
2	To continue to support the provision of the "Ask George" enquiry system.	To meet the extra demands from students and update and maintain the Ask George system, through the provision maintenance and support.	Student Operations	
3	To develop TAFE Careers to meet increased demand.	Meet the increased demand and enhance the provision of TAFE careers advice.	Careers and Employment	
4	To fund the current Youth Worker and employ another.	To meet the rapidly increasing need for youth work specialists to accommodate the growth in the numbers of the youth student cohort in the TAFE Division.	Student Services	
5	Provide a Student Insurance cover.	To cover the insurance needs of the student population on campus.	Student Operations???	
6	To produce and print a TAFE Fees & Charges Brochure	Produce a brochure that clearly spells out the fees and charges that may apply to students.	TAFE	
7	Provide additional student IT facilities.	Continue to expand the provision of student IT facilities in order to meet increases in demand, particularly from International	ITS	

		students and particularly in the Hawthorn Library/BA precinct.		
8	Maintain the Emergency Student Loan Fund	To supplement the Emergency Student Loan Fund and meet the demands of students in immediate financial need.	Student Services	