

UNIVERSITY OF ALBERTA
**ENGINEERING
STUDENTS'
SOCIETY**
Est. 1920

Annual Strategy 2024-25

Finding the Ideal Balance.

Prepared by the 2024-2025 ESS Executive Committee.

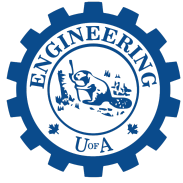
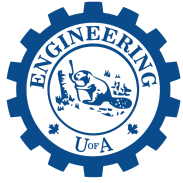


Table of Contents

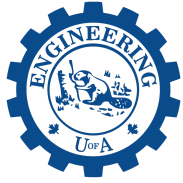
Executive Officers	2
Objectives, Goals, & Plans	3
Goals	3
Objectives	3
Plans	3
Organizational Priorities	4
Advocacy Priorities	6
Portfolio Specific Priorities	8
President	8
Academics & Services	11
Community	20
External Relations	23
Finance	30
Internal Affairs	34
Social Events	35
First Year Relations	40



Executive Officers

The executive officers of the Engineering Students' Society (ESS) for the 2024-2025 academic year are as follows:

President	Aamir Mohamed (He/Him)
VP Academics & Services	Ayan Kazi (He/Him) & Janvi Patel (She/Her)
VP Communications	Justyn Oliver (He/Him) & Mekha George (She/Her)
VP Community	Diyaa Yadav (She/Her)
VP External Relations	Mikael Schmidtke (He/Him/Il) & Saksham Verma (He/Him)
VP Finance	Mariam Sharaf (She/Her)
VP Internal Affairs	Shreya Madan (She/Her) & Meili Joson (She/Her)
VP Social Events	Cailynne Weisgerber (She/Her) & Michael Chang (He/Him)
AVP First Year Relations	



Objectives, Goals, & Plans

The Engineering Students' Society organizes our plans into three main groups instead of listing various higher-level operational goals. This provides the advantages of retaining what the major goals are whilst understanding the plans to achieve such goals.

Goals

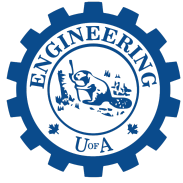
Within the purpose of this annual strategy, goals are the broadest and highest-level plans within an individual portfolio or across the Society itself. They describe ideas meant to take place over the entire academic year or set the foundation for longer-term change within the Society.

Objectives

Objectives can be described as more specific actions or changes within an individual portfolio or across the Society itself. With the short timeline of the academic year, it may not be feasible for every goal to be accomplished so they will be ranked by priority.

Plans

Plans exist as outlined processes to be undertaken to achieve the goals for the year.



Organizational Priorities

Developing a Strategic Plan to guide the society for the upcoming 3 years

Every year, the Society comes up with ambitious goals through its annual strategy. Many times, these goals are too large to be realized within a year. There are also ideas that just come along throughout the year and are too impromptu to be adequately implemented within the year itself. These ideas just fall through the cracks and never see fruition, which shouldn't be the case. There should exist a mechanism to adequately transition ideas and to provide guiding principles for multi-year projects. A strategic plan is the most logical solution to that and the ESS looks at creating a 3 year one as that's the average lifespan of any large-scale idea or project.

Renewed Bylaws & Policy + creating comprehensive Procedures

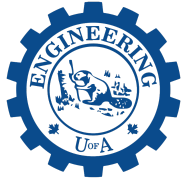
Last year, the Policy Review Committee (PRC) accomplished a mammoth task, a thorough review and analysis of our Bylaws & Policies. It also identified a need to create a third governing document to guide the ESS Executive called Procedures. This year, we will be looking on to setting precedents with the new Bylaws & Policies while at the same time work to create a set of procedures which are to guide the ESS executive committee in its basic doctrine of principles and duties.

Advanced Collaborations with various student groups

Strengthen support systems and relationships within Faculty of Engineering student groups (discipline clubs, project teams and social mission groups). Expand relationships with various Faculty Associations on campus. Explore collaborations with engineering student groups from other universities. The collaborations with groups are focused on both professional aspects and larger social aspects to provide an ideal balance. These include helping engineering groups come up with independent professional initiatives, co-hosting case competitions with other faculty associations and planning large scale social mixers with groups within and outside of engineering.

Expanding Faculty Collaborations

The Faculty of Engineering is an integral part of our advocacy efforts and for our larger student engagement. Thus, we need to explore the best ways to maximize collaborations in a way to provide students with the best resources and results from both ESS and the Faculty's initiatives. This can be achieved with a two-pronged approach. First, to co-host annual faculty-ESS mixers to revitalize and work around short-term annual goals and long-term multi-year plans. Second,



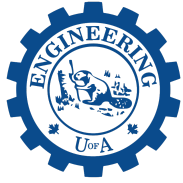
equip various offices of the ESS to navigate the various faculty structures to provide the right student perspectives.

Renewed Engineering Culture & Community

Student engagement came to an all-time low during the covid years. It's been steadily improving over the past couple of years, however, they are nowhere close to what the ideal we all strive for. The ESS intends to reprogramme its initiatives so that everyone finds something within the ESS to which they can associate themselves with. This includes working to create student initiatives that could cater to different sections of the student body.

Introducing Graduation Committee to formalize joint graduation banquet

In the pre-covid years, graduation banquets were held as per departments. However, due to lower engagements in the post-covid years, it is no longer feasible for discipline clubs to run their own independent banquets especially considering the associated logistics and costs. The ESS thus established a graduation fund to facilitate a large-scale joint graduation banquet for all engineering students. To make this a reality, we require coordinated efforts from all discipline clubs with the oversight of the ESS. Thus, we intend to introduce a graduation committee to see this task through henceforth.



Advocacy Priorities

Renewed First Year Program

The First-Year Engineering Program has been a contentious topic for the past few years and many recommendations have been proposed and evaluated. However, there has not been any tangible action taken to fix the core issues at hand. Given the renewed faculty leadership, the ESS will strive to see tangible results for the betterment of the FY program within this year.

Undergraduate Program Reforms

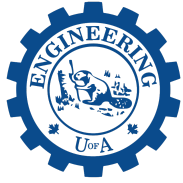
The Engineering undergraduate programs have not been updated in quite a while, with various changes coming up in this regard at the Faculty. The ESS, in collaboration with the discipline clubs, intends to advocate for more flexibility in programs and more opportunities for student growth along with increased student innovation. This ties in with how the Experiential Learning Initiatives can be equipped within the program to better our undergraduate programs, making them more competitive and resourceful.

Experiential Learning Initiatives

The ESS last year successfully recreated its student membership fee. We created a new fund to support and advance all student-led experiential learning initiatives. It is our intent to secure as much as faculty support in that matter. The support could be long-ranging and is subject to faculty's limitations, however, it is not just limited to monetary support. The ESS also intends to advocate for micro-accreditations for large-scale experiential learning from students and ties it in with our resolve for undergraduate program reforms.

Turning UAlberta Engineering into a Safe Space

Over the years, there have been large-scale issues regarding this and yet, there are no safe spaces for disclosure of any such instances which make our students feel uncomfortable or unwelcome. The ESS strives to work with the Faculty to create a safe space in this regard which is available to all students regardless of their circumstances and who is responsible for it, be it peers, academic or non-academic staff.

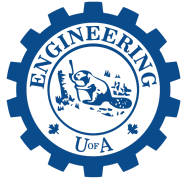


Making the Engineering Academic Appeals process more accessible

The Engineering Appeals process is largely inaccessible to students who need it the most. It is largely due to the lack of information available around it in the public domain. Thus, multiple students suffer needlessly when they could be using the existing systems to make their student experience a bit more manageable. The ESS resolves to advocate for an information package to be created in this regard, where appealable situations and scenarios can be listed along with the chances of the appeal being granted, similar to what the Faculty of Science does in its regulations.

Revamping Accommodations within engineering

There are multiple accommodations which can be inaccessible in quite a few engineering courses just due to the way they are structured. This is to address any concerns arising due to either academic learning needs or culture accommodative needs to address large-scale issues with how academics-related accommodations work within the Faculty of Engineering. It is our resolve to advocate to the Faculty to be able to reevaluate how those structures can be more accommodating to students with specific accommodations and needs.

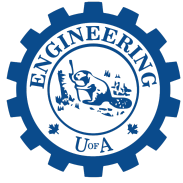


Portfolio Specific Priorities

President

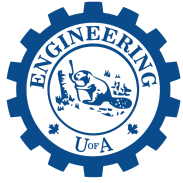
The President is responsible for facilitating organizational and advocacy priorities listed above.

Goals	Justification	Priority
Creating a comprehensive 3-year strategic plan.	Every year, we see a lot of changes happen with each executive team. However, most goals are too ambitious to be achieved within a year and fall through due to turnovers. This would be a comprehensive way to limit that and work towards what we truly stand for as the ESS.	High
Creating a new governing document "Procedures" based on the updated ESS Bylaws and Policy.	Procedures are meant to outline how specific portfolios / offices are meant to fulfill their basic mandates. This is to outline and solidify how the ESS functions. Procedures will be managed by the Executive Committee and each office shall be held accountable to them.	High
Facilitate collaborations to launch a safe space program.	There have been large-scale issues within engineering where students have approached the ESS citing feeling unsafe due to actions of peers, academic and non-academic staff alike. However, there exists no mechanism within engineering to address these issues. It is our prerogative to work with the Faculty to facilitate a safe reporting mechanism similar to how academic appeals work so these can be effectively addressed.	High
Revitalizing the Undergraduate Student Staff Committee (USSC)	The USSC is a historical body which has been responsible for Undergraduate teaching awards and facilitating large-scale student-faculty collaborations. It's revitalization ties well with the ESS aim of bolstering faculty relations and also can be an opportunity for all of us to promote healthier	Medium



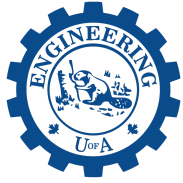
	academic teaching and awards processes for undergraduates.	
Provide large-scale support to discipline clubs to equip them to run their own academic surveys.	There are large-scale changes to happen within our undergraduate programs. The ESS, though it represents all engineering undergraduates, is not equipped to run academic surveys to advocate adequately for specific program changes within each program, that is the prerogative of the discipline clubs. However, the ESS strives to help the clubs advocate to the best extent by helping them run the right surveys.	Low

Objective	Justification
Advocate to see a comprehensive FY program change model implemented by the end of this year.	The FoE has been working on a few models that could change how the FY program works in its entirety, given the dean's new mandate and new student data, having those changes implemented by the end of this year is critical.
Encourage student leadership and make it easier for students to find space in governance structures.	Student leadership and interest in larger scale executive positions across ESS and the discipline clubs has been in decline over the past couple years. It is thus our resolve to encourage all students to step-up and feel comfortable in getting involved.
Expand the scope of advocacy initiatives of the ESS. Essentially diversifying advocacy across ESS portfolios.	Advocacy is a huge task, and the ever new and changing initiatives from the Faculty need to be tackled effectively through an all-rounded approach. Thus, the ESS looks to revamp its approach to advocacy.



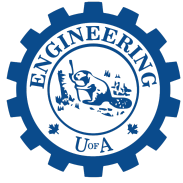
Plans

1. Creating a comprehensive 3-year strategic plan.
 - a. Re-evaluate the ESS Annual Strategies from the past years.
 - b. Look at historical initiatives that have worked and could be reinvented for student benefit.
 - c. The Research & Advocacy team's internal wing takes lead on these initiatives.
2. Creating a new governing document "Procedures" based on the updated ESS Bylaws and Policy.
 - a. Collaborative project between the Executive Committee and the Policy Review Committee (PRC).
 - b. PRC recommends all existing policies that need to be overturned to Procedures.
 - c. The Executive Committee identifies its core principles that need to be finalized via Procedures.
3. Facilitate collaborations to launch a safe space program.
 - a. Work with the Faculty's Student Engagement and Safety Teams to come up with the right platform to create the safe space.
 - b. Turn over to the Office of Community, especially EDID in the upcoming years.
 - c. The EDID team will be involved throughout the process
4. Revitalizing the Undergraduate Student Staff Committee (USSC)
 - a. The Office of the President comes up with the first principles which will be turned over to the Dean's Office to revitalize the committee via the Engineering Faculty Council.
5. Provide large-scale support to discipline clubs to equip them to run their own academic surveys.
 - a. Will be an initiative to be championed by the Research & Advocacy team of the ESS and to be popularized by the VP Academics & Services via the Academic Committee.

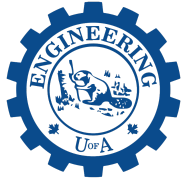


Academics & Services

Goal	Justification	Priority
Introduce Experiential learning opportunities along with other discipline clubs	To enhance the educational experience and professional development of our students, we propose the introduction of experiential learning opportunities in conjunction with existing discipline-specific clubs wherein the ESS will help the discipline clubs bring their ideas to life. The main aim of this initiative is to offer workshops, seminars, and practical projects that allow students to apply theoretical knowledge in real-world settings. Provide opportunities for students to engage in research, community service, and entrepreneurial activities. These initiatives will prepare students to meet the demands of their future careers by providing practical experience and fostering a deeper understanding of their chosen disciplines.	High
Academic enhancement initiatives	Our academic enhancement initiatives are designed to help students. These initiatives are essential to address several current needs within the academic environment. By promoting SPOT surveys, we can gather valuable student feedback to continually improve teaching quality. The Academic Guidance Program will provide students with reliable support and guidance, fostering a more consistent and beneficial academic experience. Enhancing the Textbook Exchange Program will make educational resources more accessible and affordable, directly benefiting students' academic performance and well-being. These initiatives collectively aim to create a more supportive, efficient, and effective learning	Medium

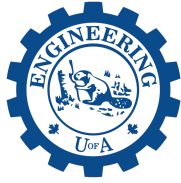


Goal	Justification	Priority
	environment.	
Promoting Student Mental Health Services	Given the current circumstances, a proactive approach to mental health is essential. In response to recent tuition increases and the centralized restructuring of various services, addressing the mental health of engineering students has become increasingly critical. Consistent and accessible wellness initiatives will ensure students receive the necessary support to navigate their academic journey successfully. These efforts are crucial for fostering a supportive and sustainable environment for our engineering students. We aim to regularly review and adapt mental health strategies to meet evolving student needs.	High
Introducing workshops for new industry resources and technology	The intent behind this program execution is dual-benefitting. First and foremost to facilitate new opportunities for students and provide them with new learning experiences, and secondly, to establish new industry connections with possibility of future collaborations for the engineering faculty at the UofA. The primary benefit catering towards engineering students is structured to equip them with skill set and technology that are deployable in the existing work market. These learning opportunities can up scale the existing learning of students, allowing them to transition more smoothly to industrial operations into skills of their interest. The latter of the benefits has a long lasting, if not a permanent return effect as the connections established in the upcoming year and be reutilized as well as used as access gateways for newer industry	Medium

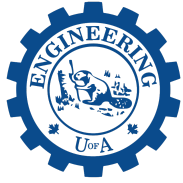


Goal	Justification	Priority
	connections for the UofA Engineering Faculty.	
Guest speaker series	To establish a strong experiential learning framework for the engineering faculty, integrating industry beneficial soft skills becomes a key aspect of the development path and results from the experiential learning system. To bridge any potential gap that students may lack in terms of soft skills, Guest Speaker series spearheaded by diverse industry professionals will be highly beneficial. To enhance the impact of the guest speaker series, collaborating with the UofA Business School Club will allow introducing crucial industry skills such as business strategy, management, idea pitching, etc. which an engineering major may not be equipped with. This series will also serve as an idea igniter and clarity reflector for students who wish to gain an overarching view of diverse topics to be able to narrow down their interests.	High

Objective	Justification
Promoting SPOT surveys and encouraging students to fill them out with the provision of incentives.	Student Perspectives of Teaching (SPOT) collect feedback to help improve curriculum and instruction, and influence instructors' decisions. Hence there's a need to better promote the importance of these ratings.
Creating guidelines for mentors in the Academics Guidance Program	The current Academic Guidance Program has shown areas that need improvement in terms of structure and engagement. By implementing a detailed blueprint, we can provide a clearer framework for mentors, ensuring that all students receive the same level of support and guidance. Recognizing mentors' efforts through an appreciation



	<p>event will boost their morale and encourage sustained involvement. Maintaining the use of interactive tools like Discord and Kahoot will continue to promote a dynamic and engaging learning environment, catering to the diverse needs of students.</p>
<p>Rework Textbook Exchange Program</p>	<p>Currently, the Textbook Exchange Program has limited visibility and accessibility, which restricts its potential benefits to the student body. By increasing advertising efforts, we can ensure more students are informed about the program. Implementing a tracking system and creating an accessible database will enhance the program's efficiency and effectiveness, ensuring that students have timely access to the textbooks they need. These changes are necessary to maximize the program's impact and provide greater support to students in managing their academic resources.</p>
<p>Digital health and wellness campaign for students</p>	<p>This campaign is essential to address the growing need for accessible health and wellness information among university students. With the increasing pressures and stressors of academic life, it is vital to provide students with reliable resources and support. By disseminating health information through pamphlets, digital posters, and virtual sessions, we can ensure that students are well-informed about the available health and wellness services. This initiative aims to promote a healthier campus environment, improve student well-being, and ultimately enhance academic performance and overall quality of life.</p>



Advocacy Goals

Undergraduate advocacy: Prioritize the needs and concerns of undergraduate students within the faculty. Advocate for policies, resources, and initiatives that enhance the undergraduate academic experience. Collaborate with student representatives and faculty members to address undergraduate-specific challenges and promote student success.

Streamlining Mental Health Resources Across the Faculty: Work to eliminate barriers to accessing mental health support by streamlining processes and enhancing awareness of available resources. Collaborate with faculty leadership, counseling services, and student organizations to ensure that mental health needs are effectively addressed across all departments and programs.

Working with Discipline Clubs to Ensure Experiential Learning Paths: Advocate for the development of experiential learning opportunities within discipline clubs across the faculty. Collaborate with VP Academics of each discipline clubs and faculty members to identify and create experiential learning paths in every discipline. Promote the integration of hands-on experiences, industry collaborations, and real-world projects to enrich students' academic and professional development within their respective disciplines.

Plans

Academic enhancement initiatives

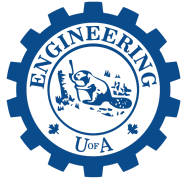
- Promoting SPOTs through incentivizing into getting more response
- Making new reforms in the academic guidance program like guidelines for mentors, better advertisement of the program and making it more attractive
- Reworking the textbook exchange program and making an accessible database for all

Introduce Experiential learning opportunities along with other discipline clubs

- Introduce these during the AC meetings
- Set up framework for all discipline clubs to associate with essserv to plan and execute an experiential learning system catering discipline specific needs.
- Hosting workshops through the different essserv departments to prepare students who are interested in participating in the experiential learning system.
- Serving as an Advisory team to all discipline clubs in their active efforts towards building an experiential learning system by providing resource utilization and collaboration opportunities with other service departments and clubs at the UofA.

Promoting Student Mental Health Services

- Create a budget as to how much money is allocated for each event.
- By working closely with the Director of Health and Wellness to improve bi-weekly wellness nights.



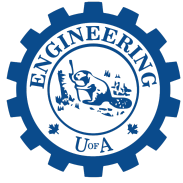
-
- Pet therapy session as a take a break session.
 - Snacks handout before midterms and finals.
 - Digital health awareness

Introducing workshops for new industry resources and technology

- Establishing connections with new companies that can bring advanced technological and professional industry skills to our students.
- Presenting a variety of different workshops to allow engineering students to diversify their options.
- Utilizing the workshop series to boost student knowledge and skill set towards promoting their involvement in discipline specific experiential learning programs.

Guest speaker series

- Collaborating with the UofA Business Club and potentially other interest groups at the UofA to invite creative minds from the industry who can introduce a new aspect of industrial knowledge to engineering students.
- The guest series will be a short-form series based on each session being no more than an hour, focused with the intent to introduce new concepts and ideas which promote engineering integration in all speakers of life, as well as soft skills which enhance their journey as an engineer.
- Utilizing the guest speaker series to boost student knowledge and skill set towards promoting their involvement in discipline specific experiential learning programs.

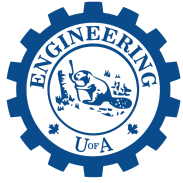


Communications

Objectives & Goals

All of us were elected to our positions with platforms generally outlining what our individual goals are should we be elected. As we have officially taken charge, we need to consider which ones are high, medium and low priority. Also, don't just use the objectives or goals you ran with as they will change over time and perhaps also work on advice from your predecessors and other executives for objectives of the year. You shall provide your objectives and goals in the following format.

Goal	Justification	Priority
Improving our outreach/marketing in order to reach more students to increase general awareness surrounding the ESS	If there is more general awareness surrounding the ESS, students will actually know what we do and be more invested in our activities, and will also attend our events	High
Improving ESS' engagement with students to further increase recruitment	If you were to ask a student who/what the ESS is, they would shrug occasionally or not care at all. Using platforms such as Instagram or YouTube, by taking advantage of reels/shorts, students will be invested in the ESS's premise as an organization.	High
Streamlining our processes to become more efficient	The faster we can fulfill requests, the more we are able to do. Streamlining will also help us to decrease the workload of our volunteers, in turn making them faster too.	Medium
Have Transparency between different portfolios	Keeping other portfolios on the loop for updates, such as graphics design can help better prepare other portfolios if worse comes to fruition, such as not fulfilling the graphics design deadline. It also allows collaboration if the other portfolios wish to help out.	Medium



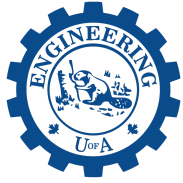
Objectives	Justification	Priority
Create engaging reels that highlight the ESS	The messages that the ESS sends out to students need to be captivating in order to resonate with them.	Medium
Diversify Photos through various photographers	Let different photographers participate in a wide array of events to see a variety of different photography styles.	Medium
Provide options for specific colour palettes and templates on the graphic design form	Collecting more specific information allows us to streamline the design process as everyone's wishes are clearly communicated	Done!
Diversify platforms of outreach	Currently, the only demographic we really reach is people on Instagram. By diversifying our platforms, we are able to reach a wider audience and engage with more students	Low

Advocacy Goals

- Maintain and improve relations with various organizations (project groups, discipline clubs, etc.)
- Keep and improve upon accommodation options in the outreach form.
- Ensure diversity in our media and publications.

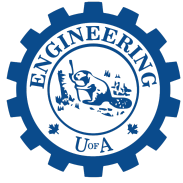
Plans

1. Improving our outreach/marketing in order to reach more students to increase general awareness surrounding the ESS
 - a. Create an Introduction to the ESS Video (For Orientation, ENGG 100 and future use).
 - i. Discuss with Execs concerning genre (Infomercial, Flight Commercial, etc.
 - ii. Create a script with Director of Media
 - iii. Schedule a time for shooting
 - iv. Finish video before September 1, 2024
 - b. Branch out to other platforms (YouTube, LinkedIn)
 - i. Create the account in said platform (LinkedIn and YouTube done!)



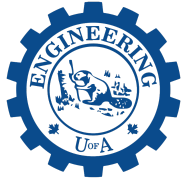
-
- ii. Use Instagram to direct followers to platform
 - iii. Start using said platforms effectively through engaging shorts/posts.
 - 2. Improving ESS' engagement with students to further increase recruitment
 - a. Create engaging ESS reels on Instagram
 - b. Create engaging YouTube Shorts
 - 3. Streamlining our processes to become more efficient
 - a. Provide colour palettes
 - i. Canva Colour palettes
 - ii. ESS Design Guide Colour Palette
 - iii. Internet Colour Palettes
 - iv. Add an additional option where people get to send their preferred colour template.
 - v. Trust Us Option (Basically we or the graphics designer get to pick the palette we want)
 - b. Provide poster template
 - i. Canva Poster Templates
 - ii. Posters from previous years as demos
 - 4. Have Transparency between different portfolios
 - a. Have a Graphics Design Progress Spreadsheet to monitor progress of graphics design.
 - i. Spreadsheet will contain contents such as received date, deadline, etc, see attached ([Link](#))
 - b. Keep portfolios on the loop concerning event progress photos by sharing Media Event Tracking Spreadsheet ([Link](#))





Community

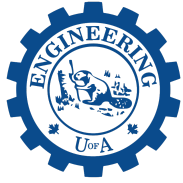
Goal	Justification	Priority
Establish and Stabilize the Sustainability Department .	We plan to invest our efforts in the sustainability department. We have the opportunity for growth by collaborating with groups and organizations in the sustainability space to host events that create long-term impact. Internally, we will work with other portfolios across the ESS to help make their events more sustainable.	High
Improving Orientation	Orientation is an essential building block for students to develop connections with peers and be engaged with the ESS. With a reduction of engagement with the ESS post-COVID, we'd like to provide students with an orientation that is fun, engaging and memorable.	High
Prioritizing Equity, Diversity, Inclusivity and Decolonization	EDID will be one of our primary focuses this year, as we work on how to incorporate EDID advocacy into each of our events and initiatives. We will be consulting our EDID team on Community events, as well as other ESS events, to ensure that they are accessible, inclusive, and welcoming to all.	High
Expanding engagement in Philanthropy initiatives	To maximize the different philanthropy campaigns, we will collaborate with other associations and student groups to surpass our fundraising goals and increase the impact our initiatives have in the broader community.	Medium



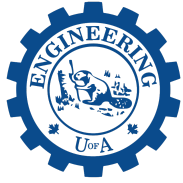
Increasing Awareness of the Engineering Headshave	To continue the success of the Engineering Headshave, we must increase awareness across all our networks to reach our fundraising goals.	Medium
Expanding and Increasing Engagement of Engineering Art Show	With the success of previous year's of the engineering art show, we wish to continue its success by implementing yet more forms and opportunities for students to express their art. All events should be prepared and advertised with enough time to ensure that each event has enough engagement.	Low

Plan:

1. Establish and Stabilize the Sustainability Department
 - a. Work and collaborate with groups and organizations in the sustainability space.
 - b. Increase our efforts by utilizing the ELKO Engineering Garage and ICE Incubator to host sustainability workshops.
 - c. Work with ESS portfolios to improve its sustainability practices across all operations and events,
 - i. For example: reusable dishes at ESS meetings & events, reducing the amount of paper usage
 - ii. Aim for events/merch to utilize fair trade products, only if economics permits.
 - d. Expand the ESS-branded reusable cups/mugs (in lieu of the mug share program)
2. Improving Engineering Orientation
 - a. Increase engagement of first-year engineering students with the ESS by providing opportunities to be involved through coordinator positions.
 - b. Provide students with events that are fun and give a taste of the engineering culture at UofA such as maybe Geer Week.
 - c. Consult with students and faculty and make changes to orientation merch accordingly.



-
3. Prioritizing Equity, Diversity, Inclusivity and Decolonization
 - a. Consult existing campus groups and external organizations such as Diversity in Engineering to gain additional insight and perspectives when relevant.
 - b. Provide EDID training to ESS executives, Board of Directors and volunteers.
 - c. Collaborate with other ESS portfolios to ensure all events are accessible, inclusive, and welcoming to all.
 - i. Working with VP Communications to ensure student groups can identify all accessibility accommodations for their events to improve the attendees experience via the EnggLink.
 - d. Expand the Period Equity Program to all engineering buildings.
 4. Expanding engagement in Philanthropy initiatives
 - a. Collaborating with different student groups to make Pie Throw BIGGER
 - b. Reach out to associations and student groups to determine what initiatives can be collaborated on and assess where the greatest impact can be made.
 5. Increasing Awareness of the Engineering Headshave
 - a. Encourage faculty members, ESS executives and other notable members in the community to participate in the headshave.
 - b. Ensure that all executives and volunteers promote the engineering headshave across all their social media networks.
 - c. Work with the Alberta Cancer Foundation to develop a strategy to increase participation and encourage donations from the university community and external stakeholders.
 6. Expanding the Engineering Art Show
 - a. Expand and explore different forms of art show workshops and events,
 - i. For example: workshops on 3D Printing and Design, robotics, Tie dye
 - ii. Hold a craft fair during the Fall and Winter semesters to allow students to showcase and sell their creations.
 - b. Ensure we have enough artists and participants by working with VP Communications on marketing materials to promote the events.
 - c. Either collaborate and ensure that art show events are not in conflicting schedules with other student groups or faculty who may host art show related events to ensure there are participants at our events.

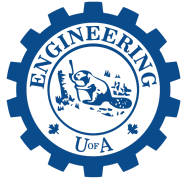


External Relations

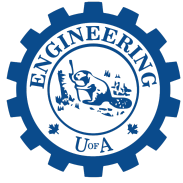
Full Office of External Relations Version: [External Relations Annual Strategy \(24/25\)](#)

Goals

Goal	Justification	Priority
Conference Promotional and Functional Restructuring	Conferences are among the best ways to represent students and offer valuable learning opportunities. However, the ESS has struggled to effectively communicate these benefits and generate interest within the engineering community. Furthermore, the lack of a structured delegate selection process and funding processes have negatively impacted the conference experience.	High
Enhance Engineering Student Group Support and Engagement	Engineering student groups fulfill multiple roles, including providing representation and opportunities to acquire technical knowledge. However, these groups often struggle to be recognized and obtain necessary resources, such as dedicated spaces and sufficient funding. Additionally, managing faculty requirements, member coordination, and administrative duties can be challenging, particularly with frequent leadership changes.	High
Strengthen Professional Partnerships	Professional organizations offer a variety of student-focused opportunities to learn and grow in the engineering field. However, the ESS has yet to optimize the usage of these opportunities and offer them as a platform for engineering students.	Medium

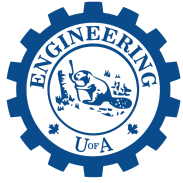


Foster Collaboration with Western Engineering Schools	While relations with Western schools such as U of C, UBC, etc. have bettered over the years; there is still a long way to go to get to a point where the UAlberta ESS and equivalent organizations are in constant communication regarding events, leadership, and other factors which build a flourishing engineering community.	Medium
Amplify UAlberta Engineering Voices on a National Level	With the University of Alberta being one of Canada's top universities both overall and within engineering, our students are therefore some of the best and brightest individuals. That being said, on a national level our student's voices get drowned out in favor of other, larger, institutions, such as those in Ontario. Furthermore, our students face issues at the faculty level which are common across all of Canada and therefore require national assistance to address.	Medium
Solidify the Purpose of Alumni Relations	The Office of External Relations has been said to be responsible for all matters of Alumni Relations on behalf of the Society. That being said, for quite some time now there has been little to no utilization of such alumni connections. Through looking into the matter, it is believed the reason for this can be attributed to an overall confusion towards what is the actual purpose of having these alumni relations. Thus solidifying a clear and defined purpose for these relations shall allow for more straightforward operation.	Low

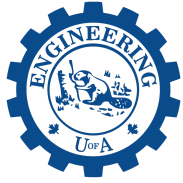


Objectives

Objective	Justification
Creation of Official Conferences & Competitions Procedures	An official procedure document that consists of both logistics and volunteer resources allows for smooth operations for both conferences and competitions. The creation of these documents would mainly be to assist student bodies on campus when they host or send delegations to these events. It would allow for an ease of access to resources, and considerations to make and serve as a general template.
Creation of Conferences Promotional Platforms (e.g. Instagram, Website)	In order to promote conferences to the general engineering public, it is vital to showcase what actually happens when you attend one. Thus, creating and regularly using conference promotional platforms will allow everyone to get an insight into conferences and the opportunities they provide for networking and learning.
Advertisement of Third-Party Conferences	Discipline-specific conferences, project-specific conferences, etc. provide an experience that the regular ESS conferences like CFES CELC cannot provide. An attendee can interact with industry leaders or even showcase their technical knowledge. Thus, we need to work closely with student groups to promote these opportunities and bring light to what they offer to students.
Improved Utilization of APEGA Connections	APEGA offers access to scholarships, mentorship programs, networking events and so much more. However, if the word doesn't get to the students then we aren't doing our jobs. So it's important for us to make the best use possible of these existing connections to allow students a way to hone their abilities in a professional setting.

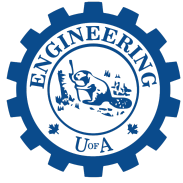


Grow CFES & WESST Student Awareness	The ESS has been an official partner of both the CFES and WESST for quite some time now. That being said, the majority of the UAlberta engineering student body has no knowledge of these organizations, nor the services/benefits they offer. Furthermore, due to this lack of public knowledge, people feel that those who are knowledgeable of these groups receive favored treatment over others. So it is important for us, as the core representatives of the Society to these organizations, to ensure student awareness and voices in both groups are enhanced and easily accessible
Bond with ESS UCalgary	The University of Calgary Schulich School of Engineering is in many ways our sister school, being the only other engineering school in Alberta. With a long-lasting history of collaboration and rivalry between our two engineering faculties and last year's attempt to reestablish connections, this year will be dedicated to fully establishing this renewed bond between not only the UAlberta ESS and UCalgary ESS but our engineering student bodies as a whole.
Establish an Official ENGGYAC Partnership	The Engineering Young Alumni Council (ENGGYAC) has become the de facto core UAlberta engineering alumni organization that the Society associates with for all affairs related to alumni relations. With ENGGYAC currently being in a stage of redevelopment and with the purpose of alumni relations unclear, now is the optimal time to sit down and redefine how our organizations associate with one another. Thus, establishing an official, written, partnership between the ESS and ENGGYAC will better outline the purpose of our ongoing connection for years to come.



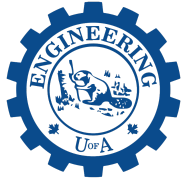
Plans

- **Conference Promotional & Functional Restructuring**
 - Creation of Official Conferences & Competitions Procedures
 - Conference Culture & Standards
 - Conference Delegate Expectations
 - Head Delegate Guidelines & Best Practices
 - Conference & Competition Hosting Best Practices
 - Creation of Conferences Promotional Platforms
 - Establish the ESS Conferences & Competitions Instagram Account
 - Vlog Conferences Live
 - Post at least 1 Instagram post after each conference
 - Create a Grog on a Plane graphic for the account
 - Add a Conferences & Competitions Tab to the UAlberta ESS Website
 - Link to Public Conference Procedures & Documents
 - Conference Descriptions
 - Conference Costs, Dates, and Registration Links
 - Coordinate clear Conference Promotion & Advertising Mechanisms with the Office of Communications
 - Advertisement of Third-Party Conferences
 - Consult Student Groups (i.e. Discipline Clubs, Project Groups, etc) regarding available technical or third-party conferences that might interest their student body.
 - Promote the above-mentioned conferences through ESS communication channels such as EnggLink, Instagram, etc.
 - Highlight student funding opportunities while advertising the conferences.
- **Enhance Engineering Student Group Support & Engagement**
 - Maintain an active and open communication channel with student groups to allow them to voice their concerns.
 - Present concerns of the groups to the Faculty and advocate for their needs.
 - Grow cross-faculty interactions to support student interests.
 - Coordinate with the Office of Communications to provide a platform for student groups to be showcased on the ESS social media on a regular basis.

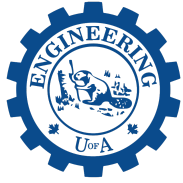


- Increase overall student engagement with emphasis on first and second-year students.
- Project Groups:
 - Collaborate with the Faculty Experiential Learning Team to advocate for microcredentials for project group involvement within the Engineering Faculty.
 - Promote the expertise of the student body along with their involvement in projects to industry through LinkedIn and other external-facing endeavors
 - Showcase in Career Fair invitation package.
 - Highlight during discussions regarding sponsorships, APEGA events, etc.
- **Strengthen Professional Partnerships**
 - Improved Utilization of APEGA Connections
 - Create awareness within the student body regarding skill development events, webinars, and industry mixers hosted by APEGA.
 - Ensure the presence of an ESS representative at all APEGA events hosted at the University of Alberta to form a working relationship between the organizations.
 - Industry Connections
 - Continue to foster existing relationships by sharing collaboration/participation opportunities.
 - Form new connections by utilizing avenues such as ENGGYAC, external conferences, student groups, etc.
 - Work with the Office of Finance and Department of Sponsorship to ensure clear and unified corporate communications.
- **Foster Collaboration with Western Engineering Schools**
 - Bond with ESS UCalgary
 - Host a joint ESS UAlberta + ESS UCalgary Executive Getaway
 - Maintain an ESS UAlberta + ESS UCalgary Executive Group Chat for improved Communications
 - Schedule Semi-Regular Meetings between ESS UAlberta and ESS UCalgary
 - Establish Mechanisms for the UAlberta and UCalgary Engineering Student Bodies to Interact
 - Define Preliminary Work for the Creation of joint UAlberta and UCalgary Events in the future
 - Collaborate on Joint Events & Initiatives
 - Establish lines of communication for the Office of Social Events to host social events with other schools (e.g. Ski Trips)
 - Connect with various offices regarding other areas of collaboration.



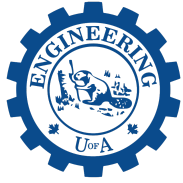


- WESST Stability & Improvements
 - Motion for changes to WESST to allow for greater benefits to be drawn from its functions
 - Ensure WESST is in a stable state where the members are not forced to resolve its matters on their behalf
- **Amplify UAlberta Engineering Voices on a National Level**
 - Grow CFES & WESST Student Awareness
 - Promote CFES & WESST at ESS events
 - Host a Table for these organizations at the Engineering Carnival
 - Properly reiterate the connection between UAEC to WEC and CEC
 - Utilize the New Conference & Competitions Platforms to Promote the activities and tangible benefits of these organizations.
 - Ensure the engineering student body remains updated on Votes & Proceedings with WESST & CFES
 - Promote CFES & WESST through the ESS's various Social Media
 - CFES Accountability & Involvement
 - Ensure the CFES continues to operate accordingly and to the benefit of the UAlberta student body
 - Oppose motions that actively go against the wishes of our student body
 - Present New Motions that reshape the CFES to better service our students
 - Grow our Engineering School Network
 - Schedule Meetings with Engineering Societies Across Canada
 - Western Schools
 - Ontario Schools
 - Quebec Schools
 - Atlantic Schools
 - Utilize newly formed or preexisting connections to ensure knowledge and benefits are extracted from this network.
- **Solidify the Purpose of Alumni Relations**
 - Establish an Official ENGGYAC Partnership
 - Meet with the ENGGYAC Council Chair to discuss desired areas of collaboration
 - Consult with ESS & ENGGYAC executives on areas of mutual interest
 - Create & Sign a written partnership agreement with ENGGYAC
 - Discuss with the Engineering Student Body on benefits & uses of Alumni Relations
 - Incorporate ENGGYAC into the Engineering Graduation Banquet
 - Connect with the CNAS Alumni Relations Program Lead for Engineering

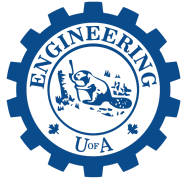


Finance

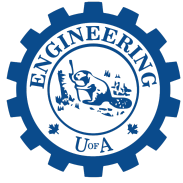
Goal	Justification	Priority
Popularize all ESS Funds through a “Know Your Funds Campaign”	The ESS maintains multiple funds which are directly funded by all engineering undergraduate students via our FAMF. However, only a very small group of individuals are aware or only a few utilize the resources available to them, which leads to left over reserves each year for multiple of these funds. Given a renewed support in a larger FAMF, the ESS needs to reinvent its strategy around these funds to popularize them once again, so as to maximize the beneficiaries.	High
Reevaluate bookkeeping practices	Over the years, the ESS bookkeeping has been maintained through various softwares and manual manuscripts. This has two issues, one with proper record keeping and other with our annual audit. To overcome both issues and ensure proper financial management, we need to evaluate potential options of revamping how our books are maintained.	High
Revitalize the Department of Sponsorship	Over the past few years the ESS has had a history of neglecting the department of Sponsorship, which combined with its recent move over to the Office of Finance has destabilized the department's ability to function. Thus it is of utmost priority to the success of the society that we revitalize the ESS sponsorship activities to ensure the ESS has the means to fund its many events and initiatives.	High
Ensure Financial Transparency	Accountability is crucial for the Finance department and we want to form trust with the students by being more transparent with our operations. Keep the student body informed about the budget and the ongoing bookkeeping process.	High



Diversify Means of Sponsor Revenue Generation	When handling sponsorship affairs, the ESS has a habit of only reaching out to corporate entities within the field of engineering for monetary sponsorship. This heavily limits sources of funding. Thus it is our plan for this year to expand beyond the current stagnant means of revenue generation to establish new means of profit.	Medium
Double ESS Overall Sponsorship Revenue	ESS UAlberta is one of the largest engineering societies in Canada and has deep rooted connections in many corporate industries (e.g. energy). Thus there is a pre-established means in which the ESS can use to ensure a huge success in receiving sponsorship for its affairs. That all said, ESS UAlberta has struggled immensely in securing a sizeable revenue from sponsorship mechanisms. Thus we intend on doubling the sponsorship revenue obtained by the 2023-2024 ESS team.	Medium
Streamline Reimbursement Procedures	Reimbursement procedures for funding applications need to be streamlined to eliminate unnecessary barriers and accelerate the funding approval timeline so that student groups are better prepared to promptly focus on their initiatives.	Low
Integrating Long-Term Financial Sustainability	Long-term financial sustainability will allow the ESS to operate without interruption at times when revenue streams and sponsorships aren't sub-optimal. Employing strategic financial planning, risk management strategies, and careful budgeting to mitigate financial risks will position the ESS for continued growth and success	Low



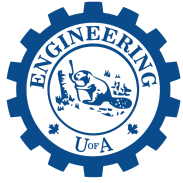
Objective	Justification
Popularize “Know your funds Campaign”	The ESS funds have been underutilized in the past few years and given the newly revamped FAMF provides more funding opportunities, we need to ensure everyone is aware of all funding opportunities. Through sessions in various workshops and by reworking on the information available on the website.
Reevaluating Bookkeeping	Revamp how our accounting software works and to explore other avenues of bookkeeping by moving towards a more non-overridable software.
Formulate Sponsorship Communication & Expansion Procedures	The heart of sponsorship is how we conduct ourselves in communications, be it virtual or physical, with potential sponsors. To leave such communications as being created on the spot by each individual member of the sponsorship team without any pre-established method risks confusion or ruining corporate connections. Thus to ensure smooth operations by the ESS sponsorship team, it is our intention to create official “Sponsorship Communication & Expansion” procedural documents that can be maintained and referenced over the years.
Incorporate New Sponsorship Package Styles & Guidelines	Since the ESS sponsorship capabilities have proven to be inactive over the years, it is worth overhauling how we create and present our sponsorship package to companies. Thus, this year we are attempting to incorporate a new way of tackling the package that strays away from concrete tiers (e.g. bronze, silver, gold) and instead focusing on tailored prices and incentives. Thus the sponsorship package has been recreated with that vision in mind and expanded to display previously ignored areas of the ESS.
Define Sponsorship Specific Company List & Associated Documentation	Currently the management of the company list and associated documents used and maintained by the department of sponsorship is extremely chaotic and inconsistent. With the current situation being that both sponsorship and career fair use a shared company list, it is essential that we split these documents from one another and provide separate means of organization for the two departments' affairs in order to avoid confusion, clashing,



	and disorder.
Establish Connections with Non-Engineering Companies	When in the realm of obtaining monetary sponsorship for an organization's affairs, you are not limited to only companies of a specific type. Over the years the ESS has only stuck to reaching out to engineering companies for sponsorship which limits our reach. It is our plan to expand our sponsorship to all matters of companies, non-engineering companies could prove great corporate connections to the ESS.
Research Alternative Funding Mechanisms	There are multiple ways to raise money beyond just industry sponsorships. For example, there are a multitude of grants and programs that if applied for can provide a means of funding for the ESS affairs. We intend on exploring these alternative funding mechanisms, such as the aforementioned research into grants, in order to grow funding capabilities.
Guarantee Well Organized & Worthwhile Benefits to Incentivize Company Sponsorship	In order to be successful in growing and maximizing our sponsorship revenue, we must also ensure that companies receive a quality product or worthwhile benefit in return. That is to say we need to analyze the corporate benefits we offer to see how they can be improved, how we can introduce new incentives, and to ensure that the benefits are properly executed so that the company is left with a good impression of the ESS and expense of its money.

Plan

1. Speeding up the reimbursement process
 - a. Set up a weekly review of all reimbursements and streamline volunteer reimbursement pickups.
 - b. Formalize the reimbursement practices from the previous year.
2. Improve transparency
 - a. Create documentation to make financial practices of the ESS more transparent.
 - b. Actively work with Communications to update the website with Financial documents.

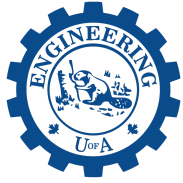


Internal Affairs

Objectives & Goals

Goal	Justification	Priority
Establish a stronger sense of engineering community and culture through merchandise like coveralls.	Our engineering community is lacking culture in comparison to other universities so it would be good to rebuild a culture and promote unity.	High
Advertize the existence of the Human Resources Department.	Not many people know about the existence of HR which results in unnecessary drawn out conflicts that we hope to support and resolve.	High
Properly ensure a smooth transition for First Year Relations to the AVP role.	First Year Relations is a crucial division that requires the right guidance and since the introduction of the AVP role was quite sudden, we feel responsible to ensure they have access to all the resources needed.	Medium
Solidifying the organization of the ESS General Drive.	The ESS General Drive currently does not include all the archives from the shared folder and we aim to properly organize it so useful documents are readily available.	Low

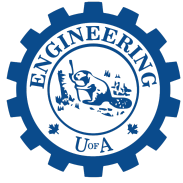
Objective	Justification
Enhanced variety of merchandise items.	We have received requests for a larger variety in designs and items and we believe in giving the student population what they request.
Refresh the EDID questions for interviews to match the current values of ESS.	The current questions are not portfolio specific enough and are slightly outdated so we want to ensure the values of our volunteers evolve with the values of the ESS.
Remodeling the GEER Lounge	There is a concern for safety considering the structural integrity of the furniture and game tables within the lounge. The accumulation of dust, debris and garbage also poses a health hazard which can be fixed by regular maintenance.



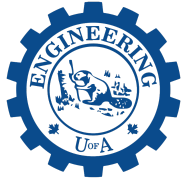
Social Events

Objectives & Goals

Goals	Justification	Priority
Having all social events being promoted at least 2 weeks prior to the event itself	Events that are promoted within a week of the event don't allow for participants to have enough time to buy tickets or to gather a group of friends to go to said event. As such, having 2 weeks would ensure that ample time is given to students.	High
Focusing on accessibility, inclusivity and safety for all events.	While many students are able to attend current social events, there are still quite a few accessibility barriers for some students to attend events. By planning and hosting events with a more accessible and inclusive mindset, it will allow for more students to be able to attend social events and to heighten their experience while in University. Another factor to take into consideration would be the safety of our students not just during the event, but also getting to and from the event itself.	High
Continuing the use of the Y2Q2 email while introducing a consistent email schedule.	Many Y2Q2 students often feel out of the loop regarding any Engineering Events. Through an introduction of a consistent email schedule, students would be able to get updates regarding Y2Q2 specific events as well as ESS Social Events to hang out with their peers & build connections.	High
Improve descriptors of judging sheets to establish a	From GEER Week 81, some events were judged incorrectly due to the vagueness of	High

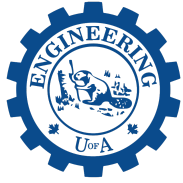


clear and straightforward system.	the judging criteria. By having meetings prior to judged events we would be able to ensure descriptors are clear to all judges, and to answer any questions judges might have.	
Ensure the rules, regulations, and event schedules for GEER Week are easily accessible for all students.	Without the ability to access these documents, students may feel overwhelmed or out of the loop during GEER Week.	High
Continuation and hosting more variety of events for Y2Q2 students.	Most students appreciate having the opportunity to attend social events with their peers to make friends and network. First-year students and students in a discipline can attend events hosted by their discipline club, whereas Y2Q2 students do not have a discipline club to host events for them. In addition, hosting events would be a great way for students to get to know one another.	High
Increasing participation from students not affiliated with the ESS or Discipline Clubs	This will bring more excitement to GEER Week and also help increase engagement and help build and foster the Engineering student community on campus.	Medium
Diversify Social Events for the student population	The Engineering student community on campus is incredibly diverse and it's important to cater events to various interests to build a community on campus!	Medium
Collaborate with other Faculty Associations and Discipline Clubs for some events.	This will help increase engagement and build/foster bonds between Engineering Students and other UofA students on campus to build a long lasting friendship, and opportunities to network.	Medium

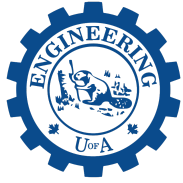


Continuing to build and expand our e-sports division	The e-sports department has been steadily growing over the last two years. Though most of the games were through the PS5 / PC based games. Students on campus utilize more than one platform, as such our e-sports tournaments should also reflect this as well.	Medium
Continue to build the Y2Q2 GEER Week team.	By ensuring Y2Q2 students can compete under their discipline, it will enable them to build camaraderie with their peers. Having the Y2Q2 team will also allow students to feel more involved with the Engineering Community.	Medium
Establish a “learn to ski” program, in which individuals can join in on ski or snowboard nights in the Edmonton area, leading up to Ski Trip in the mountains.	Not all students know how to Ski or Snowboard, and it can be daunting to learn by yourself. Additionally, without transport, it can be difficult to make it to a ski hill. This would increase accessibility for Ski-Trip and help students gain new experiences.	Low to Medium
Expanding the prizes available at events (if applicable).	FREE THINGS. Now that we have your attention, students love to get free things from events. As such, one way to increase engagement and student interest in various events would be to offer various limited-edition / limited time prizes to events that will capture the interest of students.	Low

Objective	Justification
Work with VP Communications to share the Digital GEER	General students and discipline club leaders have requested to be more transparent on the team rankings



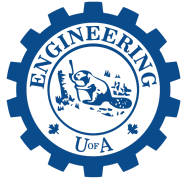
Week scoreboard with the public after each event.	during GEER week instead of only finding out at the end of the competition.
Generate an interactive floor plan for Engineering Carnival that is divided into various categories.	Students have various personal niches that they enjoy. Through Engineering Carnival, we aim to help students discover and introduce clubs that they might have a passion for and to join a community of like-minded individuals.
Make Carnival into a two day event.	Engineering students (especially first year students) have busy class schedules. Because students are most likely taking 5-6 classes a semester, students might not have enough time to peruse through the Engineering carnival to learn more about clubs that they might be interested in joining.
Rebuild and maintain sporting tournaments in collaboration with CCR to provide a variety of fun, affordable sporting experiences for students.	Competing on an intramural sports team is an excellent way to stay active and connect with other students in engineering. However, not all students are able to join a team if they don't already have a connection with a group of players, or have the time available. As such, hosting one-off tournaments can allow students to engage in sports that they enjoy while still being in classes.
Promoting both the sporting tournament department and the e-sports division to students to join.	Our Sporting Events division at the ESS has a lot of untapped potential. With engineering students being very competitive and very active, it's important for students to be aware of the tournaments that are available for them to participate in!
Collaborate with Discipline Clubs in conjunction with Y2Q2 events and for a Y2Q2 panel night.	Hosting collaborations with discipline clubs will allow Y2Q2 students to learn more about the disciplines in engineering while building relationships with upper years who may be able to offer guidance and advice for future years.
Asking for feedback for all events.	Engineering students have various events that they will and will not attend. By sending out a feedback form, we will be able to accurately determine what events we should plan and host for students. Having this feedback also gives engineering students a say in what they want to see in us,



	as their VPs, in terms of events and ways to build community!
--	---

Plans

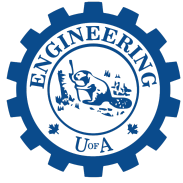
- 1) Please read our justifications.
- 2) If you have questions, please reach out to esssoc@ualberta.ca with the subject line "2024-2025 Annual Strategy Plans"



First Year Relations

Objectives & Goals

Goal	Justification	Priority
Increased First Year Engineer awareness of the ESS	Every year, first year students have one main responsibility; academics. The main focus of the Associate Office of First Year Relations will be to inform the general first year engineer of the activities and options available to them. While the majority of students will not have the time to become involved in events or volunteering, students should at least be aware of the events, activities and volunteer options available.	High
Creating a clearly defined system for future First Year involvement	The Associate Office of First Year Relations is new as of the 2024-25 academic year. Thus, clarifying the place that First Year Relations holds within ESS structure will be very important for future years. Therefore, clear transition documents and thorough documentation will be an important focus.	Medium
Assist the FYEC	The FYEC election and subsequent training is under the jurisdiction of the Associate Office of FYR. Ensuring the new members have all the support they need to develop as leaders in the school community is a top priority. Then moving forward, facilitating their ideas and translating into practical results will be an ongoing project throughout the year.	High
FYEC Positions optimized	With potential changes to the structure of the FYEC including the PR rep positions and rearranging of available roles, ensuring that the FYEC is set up to optimally reflect the needs of first year students will be vital.	Medium



Foster First Year Initiatives	Connecting to the previous goal, allowing the most passionate students to develop their ideas to improve the experience of First Year Engineers	Low
-------------------------------	---	------------

Objective	Justification
Comprehensive Transparency with the ESS	Clear communication between First Year volunteers and the ESS Exec committee is crucial to ensure that each event is executed without problems
Informative, fun and smooth First Year Retreat	Making sure the First Year Retreat is a fun weekend where students can meet new friends, learn about the opportunities at the FoE and have a great time
Early and smooth FYEC election	Allow the FYEC to begin operation on GEER week and their events ASAP
Open and inviting FYEC space reminiscent of other discipline clubs	Each discipline club has a space for their members to relax, hang out and visit. Encouraging the FYEC to have a similar space for students to interact will foster a stronger first year community and increase awareness
Increased collaboration with project groups, discipline clubs and social mission groups	Giving First Year students the opportunity to interact with the wide variety of extracurricular groups while also increasing exposure to these groups to interested students will be a healthy way to connect motivated first years with like minded peers

Advocacy Goals

First Year Initiatives: Advocating for the worries and needs of first year students will be the primary focus of this office. This will take many forms such as collaboration with the various extracurricular groups and clubs, support of the FYEC and their initiatives, and increased involvement with academic support to survive the first year.