YEAR PLAN

Carleton University
SciSoc

Emily Pope
President
2021-2022
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LETTER FROM THE PRESIDENT:

Hey friends!

I'm Emily Pope, I'm your President for the Carleton Science Student Society for the 2021/2022 term. I am so honoured and excited to be in this role and to get to work for all of you this year!

The Science Society has seen some impressive growth over the last couple of years, and my team and I are so looking forward to keeping this momentum going. We have some amazing ideas to push the Society forward, providing the best possible services to you all.

From the moment I set foot on campus in my first year, I wanted to get involved in all the amazing things being done by student-lead groups. I started off my journey as a First Year Representative for the Health Sciences Society (HSS), igniting my love for the type of work that Societies do. I spent my second year as a VP Communications for the HSS, but also was elected the Health Sciences Departmental Representative for the CSSS! I was so inspired by the CSSS and the number of people that the Society helped, I knew that I wanted to do more. With the skills I gained from the HSS, I ran to be the VP Communications for the CSSS for my third year, and won! I worked with such an amazing group of people that year who pushed me to work hard, but also supported me when I needed it. I've truly made friends for life in my time here thus far. My term as the VP Comms led to some incredible growth in the society's outreach; we doubled our cross-platform reach and attained a more streamlined vision for the Society.

One of the Society's main goals is to help people with their personal growth. I can personally attest to the success of this goal; I have grown immensely as a person and accomplished things that I didn't even dream were possible when I was entering university. I'm so grateful to be the President this year and to help to provide this same development and accomplishment to as many people as possible. This year's online/offline schooling will be a challenge as we all adapt to COVID-19's ever-changing presence in our lives, but you can count on SciSoc to be a constant.

If there's ever anything I can do for you, don't hesitate to reach out!

I'll see you soon,

Emily Pope | She/her
President
Carleton Science Student Society
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OBJECTIVES:

Creation of a SciSoc Discount Card	
Description/Current State	SciSoc is passionate about improving the lives of its students, but we are striving to find new and imaginative ways of doing so. We also want to create more of an identity for ourselves while helping our community! Supporting small businesses and allowing Carleton Science students to feel connected to their surroundings is a step that SciSoc looks forward to taking this year.
Goal	To create a discount card/sticker in collaboration with local Ottawa businesses that would provide promotion for the businesses as well as discounts for students.
Strengths & Weaknesses	Strengths: ● SciSoc's External portfolio is up-and-coming and expanding into this area would be a fantastic role for the portfolio ● We have an outreach coordinator position which would be integral for this objective Weaknesses: ● We do not have any pre-existing relationships with outside businesses, meaning we will be starting from the ground-up
Barriers to Success	With the state of COVID-19 being unsure, it may be hard to make connections with small businesses as they may be operating differently than normal.
How?	● Setting up a meeting with the President of McMaster Science Society, who already has a similar program for their students ● Drafting a list of businesses to reach out to ● Creating a sponsorship package, outlining the benefits for businesses in pairing with us and what this partnership would look like ● Potentially creating contracts with these businesses for clarity and assurance ● Creating cards/stickers (for existing campus cards) for students to get and use at these businesses ● Getting the program rolled out to students

Long-Term Implications	Long-term, this would help with the visibility of small businesses in Ottawa and allow students to feel more connected to their community and try restaurants/businesses they otherwise wouldn't have. It would also be a large enough project that students would be excited about to help SciSoc gain some real footing as a pillar on campus.
Partners	Jordyn Gattie, VP External Morgan Davis, Sponsorship Officer Local businesses

Creation of a science lounge	
Description/Current State	There are many faculty lounges on campus, but none for science students. A lounge is a space that is dedicated to students of that faculty that they may use for academic, social, or other purposes.
Goal	To create a space on campus where science students can go to hang out with others, study, interact with executives, grab a coffee or tea, rent items (lab coats, goggles, textbooks, chargers, etc). This will further the SciSoc's goal of fostering a community for science students.
Strengths & Weaknesses	Strengths: ● The faculty that supports SciSoc is passionate about ensuring students have dedicated spaces on campus they can use for personal and intellectual growth ● Many of the services we would want to provide out of our lounge are already established and used by the Carleton community, making a full lounge that much more justifiable Weaknesses ● Given that the school will only be fully online for one semester this year, it is likely that this will not be a priority for the society and it will end up being a multi-year project
Barriers to Success	There is not enough space for science staff and graduate students currently, meaning finding a space large enough to accommodate an entire faculty lounge will be difficult.

How?	- Propose idea to SSSC and Dean of Recruitment and Retention for their support - Propose idea to Office of the Dean of Science to determine feasibility - Work with Facilities to find room on campus for the lounge - Possibly work with the Dean of Science to secure funding/sponsorship for the lounge - Work on designing and decorating lounge - Campaign to let students know that they have a lounge!
Long-Term Implications	Long-term, this will help science students form connections with each other, especially people outside of their programs. It will also help to inform science students about the purpose of SciSoc and demonstrate the ways that we can enrich their experience at Carleton and support their interests and needs.
Partners	Office of the Dean of Science Carleton Facilities Management and Planning

Expansion of merch offerings	
Description/Current State	Many of our science societies offer merchandise to their students, but the SciSoc does not. Providing merch including sweaters, socks, stickers, hats, mugs, or other items with our branding on it helps to build excitement for the society, loyalty, and a mode of advertisement.
Goal	To create a merch program wherein we may provide merch to students , faculty, family, etc. at cost.
Strengths & Weaknesses	Strengths: - We worked with a merch company last year to make merch for just the society, so we already have that link - Many societies exist both on campus and in Ontario that have robust merch programs from whom we may find guidance - We hired a merch coordinator this year who will be integral to the success of the program Weaknesses: - Devising a way to get the merch out to people who are not on campus

Barriers to Success	Given the status of the pandemic in that there may be many students still remote learning, garnering interest in the program and logistically launching it could be difficult.
How?	- Devise a strategy for how we want merch to function (we order stock and track it vs working with a merch facility to send out merch as it is ordered) - Design merch - Launch, advertise - Distribute merch in whatever manner deemed appropriate
Long-Term Implications	Having merch helps to build notability for the society and gets more people interested in us. It also helps to advertise the society as people will be wearing the merch, telling their friends, posting, etc.
Partners	Jordyn Gattie, VP External Conall Mccutcheon, Merchandise Coordinator Vanja Davidovic, VP Communications, and her portfolio

Solidifying a consistent brand	
Description/Current State	SciSoc's branding has never been consistent over its lifespan. Year after year, with the introduction of the new executive team and VP Comms comes a new set of branding, meaning that the society has a new look every year.
Goal	It is our goal to solidify what we want the branding of the society to look like and to enact rules around maintaining this aesthetic.
Strengths & Weaknesses	Strengths: - This has been deemed a top priority by the Communications team who already has a strong vision for what they want the social media to look like - There are many examples of what a brand style guideline should look like on the internet with considerations that must be made - Last year's VP Comms began the process of making this guideline and can offer assistance with its inception Weaknesses: - None

Barriers to Success	Passing the by-law could prove to be difficult as many people may have some objections to the guideline as developed by the Communications team, or about the rules surrounding the continued use of the guidelines after this year. We must create guidelines that are widely liked and agreed upon, then ensure the council is aware of the importance of having consistent branding.
How?	- Development of a brand vision and brand style guideline by the Communications Team - Approval of brand style guideline at council - Carry out research on brand recognition and determine how to build brand awareness long-term, as well as how long it takes for a brand to become recognizable - By-Law introduced into the Constitution stating that all future executives must follow the style set forth by the brand style guidelines for the length of time determined in the previous step. If a future executive team following that initial time period desires a change, it must be approved by that year's council
Long-Term Implications	Introduction of a strict brand style guideline would further SciSoc's goal of being a recognizable pillar on campus. It would enhance the visual appeal of our social media pages and give some credibility to the society.
Partners	Vanja Davidovic, VP Communications Communications Team Yumna Khan, VP Internal Council

Supporting students through half-and-half school structure	
Description/Current State	Last academic year (2020-2021) saw the introduction of online school due to the COVID-19 pandemic. SciSoc was able to navigate through this challenging time to deliver high-quality events to students, despite having to alter the structure of every event. This year will be a unique challenge in that we will experience partially online, partially in-person school. This poses challenges to the way we will hold events, including how to include both online and in-person populations, limiting numbers of attendees, and determining what events are appropriate to hold.
Goal	SciSoc's aim for this year is to ensure that all students feel included in our programming no matter their online or in-person status, while ensuring that the health and safety of all is kept as the number one priority. Additionally, we intend to be more aware than ever about the issues facing science students when it comes to half-and-half school, especially with the roll-out of Brightspace replacing cuLearn.
Strengths & Weaknesses	Strengths: ● SciSoc has undergone one year of online programming and now has an idea of what events are popular and doable online, and which are best to be saved for when school is entirely in-person again Weaknesses: ● The challenge of working with students who are in different situations in their learning location is new to SciSoc and we currently have no guidelines to follow as to how to support both groups, meaning we will have to adjust our approach once again in this ever-changing pandemic.
Barriers to Success	Catering to both groups of students (online and in-person) will be difficult for some events. There may be no way to include online students in an in-person event, meaning separate events for these groups may have to be made, doubling the amount of work for the programming and communications teams.

How?	- Positing SciSoc as an organization that students may reach out to if they feel they need support and/or assistance - Letting students know their academic rights - Creating a feedback system for students to submit concerns about online school, Brightspace, their classes, or other issues they may be facing, and ensuring that these concerns are brought to the appropriate parties - Creating a feedback system for our events to ensure that we can provide the best possible programming
Long-Term Implications	By ensuring that our students are being supported in every conceivable manner, it will only help to keep students happy and healthy throughout the school year. It will also help to establish SciSoc as a support system that students may utilise for any of their needs.
Partners	Emily Pope, President Mackenzie Huckvale, VP Academic Vanja Davidovic, VP Communications Jordyn Gattie, VP External Yumna Khan, VP Internal Alexandra Schroeder, VP Operations Raven Miller, VP Programming

Improving the organization of the society and standardizing regular practises	
Description/Current State	Following the introduction of the levy, there are many expanded services that we provide that do not have clear instructions on how to roll out the programs every year. There are limited instructions on how each new executive may perform in their roles, just a transition report and transition meeting from one exec to the next.
Goal	By introducing clear standard operating procedures, there can be clear and detailed instructions provided for how to carry out the main functions of each role. This can make the transition from one executive team to the next smoother and allow for the society to get up and functioning with much more ease each year.

Strengths & Weaknesses	Strengths: ● Some transition reports are very detailed in their instructions, giving good backbone to the executives to make these materials into standard operating procedures Weaknesses: ● This is a new task for each executive to take on, and is labour-intensive ● There are no known societies that have such documents, meaning we must start from scratch in their inception
Barriers to Success	The time needed to be spent by each executive for the creation of these documents or the use of organizational tools will be intensive.
How?	● Introduction of clear rubric for judging award program candidates ● Introduction of standard operating procedures for all regular SciSoc tasks (elections, formal planning, trivia nights, sponsorship pursual, etc) ● Investigation into team-organizing applications and tools such as monday.com ● Introduction of performance reviews for all executive and peripheral executive members ● Introduction of transition reports for peripheral executives ● Introduction of Year Plan document (this one!)
Long-Term Implications	The transition from the outgoing executives to the incoming is a little rocky and can have a steep learning curve if the incoming executives have never held an executive position before. A good chunk of the summer term is lost in transitioning the society, so smoothing out this process means that the summer term can be used most efficiently and there can be more and more development of the society each year. Additionally, we can provide more and better programming when there is no need to get the hang of existing programming.
Partners	Emily Pope, President Mackenzie Huckvale, VP Academic Vanja Davidovic, VP Communications Jordyn Gattie, VP External Yumna Khan, VP Internal Alexandra Schroeder, VP Operations Raven Miller, VP Programming

LONG TERM PLANNING:

Overarching vision	Ratification of Departmental Societies under SciSoc instead of CUSA
Description	As it stands, science societies at Carleton ratify under CUSA. This was the case for the SciSoc up until last year where we sought accreditation under student affairs in order to function autonomously as a society. This was possible due to the introduction of our levy fee of $5.50 per semester per science student. We are now in a position where we have funding independent of CUSA as would like to have all science societies at Carleton ratify under us instead.
Benefits	The benefits of such include being able to provide more funding to our societies than CUSA is able to provide them. CUSA is responsible for funding all other societies and clubs on campus, meaning that most of the time, science societies are not able to obtain a large sum of money from CUSA. If we replace CUSA as the funding source for these societies, not only would we be able to provide more money to the societies, but CUSA would be able to provide more support for their remaining societies. Additionally, ratification under SciSoc would strengthen the connection between ourselves and departmental societies, allowing a closer relationship and more support for their events and activities.
Year 1	Work with other science societies in Ontario to learn how they interact with their clubs and societies. Determine if there is room in the budget to take on the extra financial responsibility. Meet with Presidents of other societies to determine interest level, find out how much money their society tends to get from CUSA.
Year 2	If needed (and if determined to be worth a raise in fees), a referendum can be held to increase levy amount to accommodate extra expenses. Develop bylaws for societies to follow. Create rules around funding (what can and cannot be done with the money, rubrics to determine amount of funding granted, what SciSoc is reasonably able to request of societies as part of the transfer of funds [eg. receipts? etc.]) Develop method for ratification (form, review process).

Year 3	Make societies aware of this change in ratification, roll out forms in the summer and collect applications, launch forms for funding in the summer, close forms within the first month of school starting, form a committee to review applications, and give out funds.
Partners	CUSA McMaster Science Society (recently introduced a Clubs and Societies division of their society) Jordyn Gattie, VP External Alexandra Schroeder, VP Operations Societal Representatives.

EVENTS & PROJECTS:

Science Winter Formal	
Date	January 29th or February 5th (TBD)
Purpose	To celebrate science and science students! To bring together students for a night of celebration on their hard work.
Procedure	- In the early planning stages, plan for both online and in-person - Determine budget (budget for in-person formal, an online formal will be much cheaper) - Determine speakers - Determine engagement - Find and book a venue ahead of time - Determine a theme - Contact photographers, caterers and/or florists, DJ's etc.
Difficulties	Determining if the formal will be held online or in-person is a huge barrier for this event. Online is not as engaging or enticing for students as an in-person event would be, but knowing the gambling with the future of the pandemic is tricky.

Partners	Trevor Calof, Studio 44 Jordyn Gattie, Vp External Raven Miller, VP Programming Vanja Davidovic, VP Comms Alexandra Schroeder, VP Operations Dean's Office SSSC
Projected Outreach	200+ students
Budget	$17,000

Random 101	
Date	September to March
Purpose	Upon realizing how many day-to-day helpful activities university students often lack guidance in, Random 101 is being put in place as an educational event to spread knowledge on tasks that are fun and/or helpful to know. For example; how to do taxes, basic sewing skills, cooking skills, guide to campus life, survival kit creation, time-management and note-taking. Random 101's purpose is to educate students in topics and skills that are both of interest to them and helpful in life.
Procedure	• Make a list of topics to be covered • Set dates for the Random 101s to take place • Find people to run the "tutorials" • Determine what will be the content of each tutorial to give a structure to the presenter • Advertise
Difficulties	Finding appropriate presenters will be challenging as some skills may be very specific and people may be unwilling to be featured on our social media page.

Partners	Jordyn Gattie, Vp External Raven Miller, VP Programming Other clubs and members of the society deemed appropriate given the content matter Vanja Davidovic, VP Comms
Budget	$0 (for the first year, projected)

Wellness Week(s)	
Date	June 27th - July 3rd & TBD
Purpose	Wellness of all sorts is important to maintain a healthy sustainable community, Wellness Week encourages Carleton students to participate in different wellness events and to develop wellness practices of their own as well as providing needed resources for the Carleton community at large. Social events (eg. movie night, trivia night) encourage students to participate in wellness themed events that are enjoyable and can create connections between individuals whilst all the while trying to destigmatize mental health conversations and appreciate the importance of wellness.
Procedure	• Determine content of wellness weeks & desired outcomes • Work with Communications portfolio to make posts • Advertise • Engage students through IG stories, tiktoks • Run giveaways • Plan engaging events such as movie night, trivia night
Difficulties	Due to COVID-19 restrictions, all activities must take place online.
Partners	Raven Miller, VP Programming Vanja Davidovic, VP Comms
Projected Outreach	Apx 25-30 students for the trivia night and movie night combined.
Budget	$125 divided as such: $100 in trivia night prizes ($5 per question x 20 questions), $25 movie night giveaway

Academic Rights Initiative	
Date	Before the start of the second semester
Purpose	The purpose of this initiative is to inform the student body about their academic rights to give students as much of a solid footing in their education as we can. If they are aware of what is and what is not allowed in themselves, their peers, their profs, and their TAs, they can take ownership of their learning.
Procedure	- Meet with Millie Close to get the information she knows about student rights - Do research on student rights - Compile these sources, turn into easily digestible content - Launch
Difficulties	Sourcing and determining what is important information will be the hardest part of this initiative.
Partners	Mackenzie Huckvale, VP Academic Millie Close, 2018-2021 President & Holder of Knowledge Emily Pope, President Vanja Davidovic, VP Communications, and her portfolio
Budget	$0

(Semi) Annual General Meetings	
Date	November, April
Purpose	The purpose of these General Meetings is to give an update to our student body about what we have been doing with the money they pay in levies, providing transparency about our actions. It is also a way for them to provide feedback, and for smaller societies to get the word out about their functions.

Procedure	- Determining an appropriate date and time - Advertisement - If online, organizing Zoom link - If in person, booking a room and ensuring the right equipment for slideshow presentation - Preparation of presentations - Working with Dean's Office and SSSC to attend as well
Difficulties	Finding a time that works for many people given the online format is always challenging, but getting people to attend is a barrier as online attendance and engagement is always lower than in person.
Partners	Emily Pope, President Mackenzie Huckvale, VP Academic Vanja Davidovic, VP Communications Jordyn Gattie, VP External Yumna Khan, VP Internal Alexandra Schroeder, VP Operations Raven Miller, VP Programming
Budget	$0 if online, $50 for snacks if in person

GOALS:

5 items to have finished before September:
1. Hiring and orientation of peripheral executives
2. Connecting with SSSC and Dean of Science
3. Year plan document (this one!)
4. Events plan
5. Timeline and initiation for council elections

5 items to complete during the fall term:
1. Participate in Carleton Expo
2. Launch academic rights initiative
3. Begin advertising awards program
4. Begin advertising for Winter Formal, including ticket sales opening
5. Launch Science Community Fund

5 items to complete during the winter term:
1. Hold Winter Formal
2. Run awards program, including collection of submissions, judgement process, and granting the awards
3. Finalize SOPs and organizational tools for incoming executives
4. Executive elections
5. Transitioning the new executive team

TIMELINE:

Month	Outcomes
May	Peripheral executive hiring
June	Year event planning
July	OSSA SBM Year Plan Document Creation
August	Summer Wellness Week Ottawa Pride Celebrations
September	Carleton Expo Science Literacy Week
October	Latin American Heritage Month
November	Science Community Fund Launch
December	Winter Wellness Week
January	Winter Formal Awards Program Launch
February	Black History Month
March	Executive elections
April	Executive transition