

2022-23 STRATEGIC PLAN
MOREHEAD STATE STUDENT GOVERNMENT ASSOCIATION
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Morehead State University Student Body,

In an organized and concerted effort to best represent the student body and to make the college experience the best it can be, the SGA Executive Board has taken its yearly initiative to create a strategic plan. The effects of the COVID-19 pandemic have hindered campus involvement and some student resources, and after many conversations with several students, we have identified where we would like to put our efforts to best address these issues. These efforts include, but are not limited to, hosting more campus-wide events & assisting other organizations in doing so, contributing to the improvement of health resources at MSU, finding innovative ways to further promote diversity and inclusion, expanding our local partnerships, providing more academic/environmental resources on campus, and making efforts to improve the internal and external relations of SGA. We hope that this document will not only help us achieve our goals, but also help the student body better understand our mission.

Respectfully,

The Student Government Association 2022-23 Executive Board

President: Chloe Marsteller

Executive Vice President: Kelton Crank

Vice President of Administration: Tess Ruehrmund

Vice President of Finance: Austin Wagner

Vice President of Public Relations: Carmen Vazquez

Vice President of Campus Involvement: Presley Boyer

INCREASING CAMPUS INVOLVEMENT

- The SGA will host on-campus events throughout the year, such as the annual Fall Festival and the annual Student Choice Awards. On top of that, we will participate in other organizations' events as much as possible, such as Eagle Fest and philanthropy events.
- Through our funding packet application, we will provide student organizations with funds to help them host events of their own and increase member participation.
- We will work closely with the Campus Activities Board, as well as the rest of the Student Affairs sector, to adequately plan any programming around already scheduled events.
- Utilizing our social media, we will do our best to promote events hosted by the CAB and other MSU-sponsored organizations to help spread the word.

HEALTH, ACADEMIC, AND ENVIRONMENTAL RESOURCES

- We will continue to utilize a section of our partnership's budget to contribute to the Student Health Fund, which assists students lacking medical insurance with paying for doctor's visits at MSU's Health Services.
- SGA acknowledges that there is more that can be done in terms of recycling on campus. To improve this aspect, we have purchased a cardboard recycling bin to be placed by the university

post office. Along with that, we will continue finding innovative ways to increase recycling on campus and help MSU become more environmentally conscious.

- In the past, SGA has used funds to purchase academic resources for the campus, such as human and animal skeletons to be used for studying. This year, we plan to ask students what other resources could be helpful to them and will contribute funds towards providing those.
- SGA has the resources to effectively spread the word about important information on campus. We will utilize this by creating flyers and social media posts making students more aware of the mental health resources available to them on and off campus.
- In years past, SGA has hosted round tables for students to gather and discuss critical topics. We plan to host at least one round table this year where we will invite students to discuss any mental health resource-related issues on campus and how we can work towards improving them.

PROMOTING DIVERSITY & INCLUSION

- Morehead State University houses the Eagle Diversity Education Center. SGA will be collaborating with EDEC, like we have in years past, to spread their initiative across campus and assist them with programming and events if need be.
- The Diversity & Inclusion Committee is one of SGA's many ad-hoc committees. We will utilize this committee to host relevant programming such as tabling and round tables to bring attention to minority groups and their needs across MSU's campus.
- Our Public Relations sector of SGA will utilize our resources to create flyers and posts to draw attention to DEI related groups on campus and spread awareness of any events being held.

PARTNERSHIPS

- Being in a small town, MSU SGA recognizes the importance of promoting local businesses while also providing students with helpful resources. With that, as we have in years past, SGA will partner with local Morehead businesses to provide students with discounts. The cost of the discount will be taken out of the SGA budget, so both the student and the business will benefit.
- SGA also plans to partner with different facets here on campus to provide students with discounts, while also paying the discount cost difference. Examples of these include Document Services (free printing) and Aramark Food Services (discounts off food).
- Many businesses in the Morehead community offer student discounts to students, as well as accept Beaker Bucks. To further promote their efforts, SGA will maintain a list of all locations in Morehead that offer student discounts and accept Beaker Bucks and display this list on our webpage so that students are aware of them.

ADVOCACY

- The Kentucky Board of Student Body Presidents hosts the annual Rally for Higher Education at the Kentucky Capitol. There, university students are given the opportunity to advocate for their

educational need to our state legislators. MSU will participate in this and take a select number of SGA members to advocate on behalf of our university.

- The SGA President serves on the Kentucky Board of Student Body Presidents. This board works with each other to address state-wide higher education needs and relay this information to their own universities. The MSU SGA President will communicate with the rest of the SGA, as well as the whole student body, regular updates of the missions of the KBSPB.
- The KPSPB also works with the Kentucky Council on Postsecondary Education. The Presidents will serve as a liaison between the Kentucky CPE and the students of their respective institutions to communicate updates and needs.

IMPROVING INTERNAL & EXTERNAL RELATIONS

- Via tabling, social media, flyers, visiting student organizations, and inviting other student organizations to participate in our events, we plan to spread the word about SGA and its members more effectively.
- We will keep an open application for people to apply for positions on the Student Senate throughout the year and refer to this pool when vacancies occur.
- The 2022-23 SGA Executive Board has established regular office hours for students to stop by if need be. These will be held Monday – Friday, 11 a.m.-3 p.m. The specifics of these office hours, as well as the President’s office hours, can be found on the SGA social media accounts.
- We will make efforts to improve internal relations within SGA by continuing the usage of Closed Senate and hosting more meetings and events that include all three branches of SGA. We also will establish more enjoyable activities at some of our meetings to encourage retention and overall participation.