



Goals from Council Retreat (October 2009)

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

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

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

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

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

6. SSMU Resources = Visible/Available
 - a. Let people know what funds are available and can be applied for
 - b. Delegate tasks for visibility among faculties/constituency