

Bond University Student Association Inc (BUSA)

# *Strategic Plan*

2023-2024





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*President*

The essence of a Bond University education lies in our vibrant campus life, which fosters transformative experiences in education, discovery, social connection, sport, and other pursuits.

At the forefront of this is the Bond University Student Association (BUSA). As Bond's overarching student representative body, BUSA is committed to enhancing your student experience.

This Strategic Plan provides a map to guide BUSA's actions and investments, and signals our priorities for the 2023-24 term.



# Mission

As the overarching student representative body, the Bond University Student Association Inc (BUSA) seeks to 'lead and do' by delivering exceptional educational, cultural, sporting, and community programs that foster a vibrant and inclusive campus.

# Strategy



**Centring student interests  
and perspectives**



**Maximising natural  
synergies with our key  
stakeholders**



**Strengthening our campus  
culture**



# 1. Centring student interests and perspectives

Strive to be a connected and engaged association run for students by students. We will commit to representing student interests and perspectives and, in doing so, being visible, transparent, and inclusive.

- 1.1. **Student Experience:** Create diverse opportunities that encourage self-discovery, demonstrate capability development, and embody lifelong learning, inclusion, and integrity.
- 1.2. **Champion:** Liaise effectively with Bond University staff to ensure teaching and learning practices, policies and procedures, and decisions holistically consider students' needs, interests, and dignity.
- 1.3. **Engage:** Involve students in our administration by providing accessible feedback methods, such as allowing students to bring issues to the President and Management Committee's attention in each general meeting.
- 1.4. **Transparency:** Publish activity reports, general meeting minutes, regular President's Reports, and key internal BUSA policies and procedures. We will also offer 'question & answer' opportunities for students to gain insight into the Management Committee's operations and hold it accountable.

# 2. Maximising natural synergies with our key stakeholders

Improve existing and establish new relationships that support students' ambitions and strengthen our capacity to make positive change and enhance the student experience.

- 2.1. **Innovative Leadership:** Empower faculty student associations and interest-based clubs and societies to be progressive and transformative teams that make responsible decisions and are energised to advance our strategy.
- 2.2. **External Outreach:** Build strong partnerships with businesses, educational institutions, and community organisations to create opportunities for sponsorships and engagement.
- 2.3. **Reputation:** Elevate students' reputation by showcasing our achievements, progress, community contributions, and successes through effective communication and public relations.

### 3. Strengthening our campus culture

Nurture an inclusive, respectful, and positive culture within which students can fully enjoy Bond University's renowned collegiate experience.

- 3.1. **Values:** Implement and be guided by well-founded organisational values.
- 3.2. **Lead by Example:** Set the standard for Bond University students with our actions, words, and initiatives.
- 3.3. **Visibility:** Recognise and celebrate students' unique contributions to the University and broader community by implementing more exhibitions and awards opportunities.
- 3.4. **Act:** Proactively consider and, where possible, respond to recommendations, like those provided by the Australian Universities Accord Panel.

