

ASUS

Arts & Science



Undergraduate Society

COMMUNITY OUTREACH
COMMISSION
STRATEGIC PLAN
2023-2024



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Mandate:

The Community Outreach Commission shall be concerned with providing opportunities for students in the Faculty of Arts and Science that extend into the Kingston community, thereby creating impactful and meaningful experiences for students while aiming to improve relations with the City of Kingston.

The commission's mandate has 4 main components:

1. Providing volunteer opportunities for Arts and Science students in a variety of areas of interest
2. Fostering awareness of causes in the greater Kingston community
3. Integrating Queen's students into the City of Kingston
4. Fundraising for the commission's partner organizations

Opening Statement

The Community Outreach Commission strives to connect Queen's students to the Kingston community through impactful relationships with local organizations. By offering a diversity of volunteer opportunities that aim to enhance the university experiences of Arts and Science undergraduate students, there is a place for everyone within the Commission. Each year, the Commission is composed of incredibly passionate and hardworking individuals, who work to make positive impacts on the Kingston community.

The Commission aims to create a safe and inclusive space, where Arts and Science students can explore their interests, grow and learn from opportunities both within and outside of the Queen's campus. With this year involving the return of many students to Queen's and to Kingston, and also understanding that half of Queen's undergraduate students will have never experienced an in-person year, the Commission will prioritize efforts to increase the connection of students to the city.

The Commissioner hopes to achieve this through 5 main pillars:

1. Increasing advocacy work and improving relations with Kingston organizations
2. Increasing student engagement and collaboration
3. Improving volunteer engagement and satisfaction
4. Updating policy and ensuring transparency
5. Ensuring proper sponsorship request practices and improving sponsorship efforts

Each of the initiatives outlined in this strategic plan have been developed by the commissioner, deputies, and co-chairs. The aim of these goals are to strengthen the commission by expanding our collaborations and increasing the capacity of each committee to fundraise for, volunteer with, and advocate for local organizations. The Commissioner believes that this plan will allow the commission to support Arts and Science students as well as the greater Kingston community and improve the relationship between the City and Queen's by giving students the opportunity to feel more connected to the community and highlighting the work that they do.



Community Outreach Goals

Increasing advocacy work and improving relations with Kingston organizations

Community Outreach supports many amazing organizations in Kingston with a variety of important missions. Apart from raising money to support these organizations, advocating for their causes and bringing awareness to campus can help further their goals and connect Queen's to external Kingston operations. Community Outreach gives Queen's students the opportunity to work directly with members of the Kingston community, which can help to bridge the gap between the two groups. These volunteer programs help to connect Queen's students to Kingston and create positive experiences between Queen's students and members of the greater Kingston community. Ensuring effective communication with these organizations and getting involved in their events and initiatives will help to continue to strengthen these relationships. The COVID-19 pandemic has heightened the divide between Queen's students and members of the city, so now more than ever there is the need and opportunity to put efforts towards building a stronger relationship between ASUS and the City of Kingston. In line with the pressing needs of our community, the Community Outreach Commission is poised to embark on a transformative journey this year. The commitment to supporting the incredible organizations in Kingston remains steadfast. However, recognizing that there are vital barriers to access is aimed to be addressed head-on. The primary goal is to break down these barriers to access, ensuring that every Queen's student has the opportunity to engage meaningfully with the Kingston community. Volunteer experiences are not only a way to give back but also a powerful means to empower students and foster stronger connections with our city. In a world where access to resources and opportunities is uneven, the commission will aim to work as a catalyst for change. Providing students from all backgrounds with equitable access to volunteer programs that can shape their academic and personal journeys. The main goal is to enhance diversity and inclusion within initiatives. The commission will actively seek to amplify underrepresented voices and perspectives, ensuring that the programs reflect the rich tapestry of the student body. In the commitment to advocacy, not only will awareness be raised for causes on campus but also take concrete steps to effect change.

- **Create an advocacy position within the commission:** Adding a new position to Community Outreach specifically focused on advocacy and ASUS-Kingston relations will help to create more opportunity for advocacy. It will also ensure that advocacy work is embedded within the Commission so that it can be continued and improved each year. This would be either a deputy or director position and the individual would be responsible for continuing to support awareness initiatives already started within the commission (i.e. the Dandelion Project), looking for new opportunities to advocate for applicable and current issues both within Queen's and the Kingston community, aiding the committees in their own advocacy efforts, and working alongside other commissions/offices when relevant in order to help extend their advocacy initiatives into the community.
- **Community Outreach Week:** To ensure that the Community Outreach Commission has a presence on campus and to create a platform to highlight the work of our partner organizations, the commissioner will restructure community outreach week. Community Outreach week will allow committees to work together to create engaging and informative events about the mandates of each committee. By highlighting two committees per day in an informative event such as a speaker's series, trivia night, etc. Community Outreach week can act as a platform to showcase the work being done by each committee and their respective partner organizations.
- **Increasing advocacy and collaboration with the Organization of the Year:** In order to further strengthen the new relationship that is made with an organization in Kingston each year, the



commissioner will work alongside the Fundraising and Sponsorship Deputy to increase on-campus awareness of the goals and initiatives of the chosen organization. This will be done through events held on campus that promote the mandate of the chosen organization, and by participating or advertising for any events being hosted by the organization.

- **Creating connections with the municipality:** The commissioner will enter discussions with the Commissioner for Community Services for the city of Kingston in order to explore ways to collaborate more with the municipality and to work towards improving the relationship between Queen's and Kingston. This will be a starting point towards further discussions with members of the city council and in order to foster a strong relationship between ASUS and the city that can be continued and expanded in future years. Monthly meetings will be held with the Commissioner for Community Services in an effort to stay up-to-date with the initiatives in the city and create ongoing connections and communication with the municipality.
- **Increasing opportunities available within the City of Kingston:** By working with members of the City of Kingston, ASUS will aim to create more opportunities for students to get involved directly with members of city council and highlight volunteer opportunities available. This will help to strengthen the tie between the Kingston community and ASUS, as well as create impactful volunteer experiences that will help further the passions and professional goals of Arts and Science Students. Creating a hybrid volunteer program in conjunction with the city council can aim to create a greater connection between ASUS and the city and will result in a long-term and ongoing connection and communication with city officials. It will also serve as an avenue through which joint initiatives between ASUS and the City of Kingston can be carried out. Furthermore, by creating positions within the city that are reserved for the Class of 2024, there is the opportunity to integrate students who did not have their first year in Kingston into the community.
- **Continuing Sexual Violence Prevention and Response (SVPR) advocacy:** In the past year, a relationship with the Dandelion Initiative, a group that aims to support survivors of gender-based violence and offer prevention resources was established. They are in the midst of implementing a Safer Space program at local bars and clubs, which the commissioner will work alongside the president in order to offer any assistance needed by the Dandelion Initiative during both the implementation process and beyond. The commissioner will also collaborate with the Equity commission as well as the SVPR Coordinator at Queen's in order to draw attention to the severity of the issue as well as resources for both prevention and support for survivors. The chosen Organization of the Year is the Sexual Assault Centre of Kingston (SACK), which will allow the commission to support sexual violence response initiatives in the city, and aim to increase the awareness and accessibility of this resource for Queen's students.
- **Creating a community garden:** The implementation of a community garden over the summer will strive to create another outlet through which the Community Outreach Commission can give back to the community and create a new connection with a local organization. The garden will produce fresh vegetables that will be donated through Loving Spoonful in order to provide produce to those that are unable to afford it or access it. This is especially important now, with the COVID-19 pandemic putting added stress on individuals and households who face food insecurity. Going forward, there will be the opportunity to expand this project in order to create learning opportunities for students on how to grow their own vegetables, even with the restraints and limitations of student housing. Furthermore, a tiktok video highlighting the garden and the importance of local and sustainable gardening could be a

beneficial method to increase awareness about the garden and promote students growing their own produce.

- **Year-end Organization representative lunch:** In order to thank of our partner organization representatives and finalize the year with the Organization of the Year, the Community Outreach Commission will implement a lunch and networking event. All of the organization representatives that the commission works with, including the Organization of the Year representative for that given year will be invited, along with all the co-chairs, and the core team. The lunch will be organized by the Commissioner in conjunction with the Deputy for Volunteer Support and Appreciation and will include a presentation recapping the year and thanking the liaisons for their partnership and collaboration with ASUS. There will also be a catered lunch and opportunities for the attendees to interact and communicate.

Remote Contingencies:

- Community Outreach Week events can be made accessible to students who remain remote by incorporating virtual programming, such as online events or making videos available to students who are interested post the event and offering delivery of any products sold.
- Advocacy for the Organization of the Year can be done online as well as in person, with any events or information delivered being provided through social media channels.

Increasing student engagement and collaboration

A year of online school, along with the uncertainty of next year and a declining trend in student engagement, even prior to COVID, has created the need for unique and innovative ways to increase involvement in events and initiatives. With the large amounts of events and opportunities being offered at Queen's, it can be difficult for ours to stand out. Increasing collaboration both within the commission, with the committee partner organizations, and with other clubs at Queen's, will allow for events and initiatives to reach a larger audience and lead to overall increased engagement. There are so many clubs on campus with similar goals and events, so by working alongside them, there is an increased amount of resources, volunteers, ideas, and advertising going towards the initiative, which will ultimately lead to a more successful event. Furthermore, increasing accessibility of events and initiatives is imperative for ensuring that all members of the Queen's community are able to engage. Especially this year, with some students remaining remote and many likely returning to campus, it's important to ensure that the opportunities are able to incorporate everyone, no matter where they are in the world.

- **Collaboration with partner organizations:** The commissioner alongside the Volunteer Support and Appreciation Deputy will encourage and facilitate the ongoing collaboration between committees and their partner organizations. Increasing collaboration with the organizations and participating in more of their events will help to strengthen our connection and will allow for more opportunities to get community members involved in committee events. In some cases, new connections or liaisons will need to be made in order to ensure that we have the best and most direct point of contact with the organization. The commissioner will work alongside the Kids 4 Kids and Cancer Triad co-chairs to form a connection with Almost Home and the Canadian Cancer Society, respectively. This will be done by connecting with the organizations and meeting with a liaison to discuss ways in which the committees can be more involved in their events. Furthermore, increasing the communication with partner organizations will also aim to increase the collaboration possible and the long-term relationship with the organizations. The Deputy for Volunteer Support and Appreciation will ensure that committee specific newsletters go out to each organization once per semester, containing updates and up-coming events that will be held by the respective committee. The standard will also be set that the co-chairs reach out to their partner



organization representatives at least once per month and after every major volunteer or fundraising event to ensure constant open communication.

- **Collaboration between committees:** Increasing the collaboration between committees within the commission will create more cohesion within Community Outreach and encourage volunteers to participate in events held by committees apart from their own. This will be facilitated by offering opportunities for collaboration through Supper Series, Community Outreach Week, and the Silent Auction. The commissioner will also encourage committees with similar event ideas to work together in order to prevent event oversaturation and increase the resources available, such as the dodgeball tournaments being held by After School Buddies and Partners in Education. There is also the potential to create a joint volunteer program between Alzheimer's Outreach and Heart & Stroke, as they both work in the retirement home and fulfill similar goals.
- **Collaboration with other Commissions/Offices:** The Community Outreach commission will strive to work alongside the initiatives of other commissions and offices within ASUS that overlap with the goals and mandates of the commission. This will include continuing to work alongside the Equity commission and the Sustainability director in order to ensure that any events held within ASUS are accessible, inclusive, and sustainable. The commission will aim to collaborate on similar initiatives, such as working alongside the ASUS Mentorship Program to set up a mentorship program for high school aged children through Partners in Education. The commissioner will also work alongside the co-chairs in order to explore the possibility for collaboration with ASUS Sibling Societies. There is strong potential for a collaboration between CESA and Partners in Education or After School Buddies as well as PHEKIN with Heart and Stroke. In addition, the Community Outreach Commission will also collaborate alongside the Equity Commissioner on SVPR based advocacy and the Academics Commission on advocacy for mature students in the community.
- **External collaboration:** The commission will stay up to date with the work and events held by other clubs and organizations on campus and look at creating joint events in the case that any overlap in mandate. For example, many clubs on campus support the Canadian Cancer Society, or other cancer-based charities, and there is room for Cancer Triad to collaborate with these groups. Other committees such as Autism Partnership and Heart and Stroke have similar overlapping groups (i.e. Autism Speaks and Project Red) which are raising money and awareness for the similar causes. Beyond groups that have the same organizational partner, there is also the possibility of collaboration of groups with similar goals, or that may overlap in a specific area. An example of this is Kids 4 Kids collaborated with Jack.org for a speaker series event this past year. Additionally, the Commissioner has established ties with the Queen's Student Alumni Association and will work alongside them in order to increase the positive stories reaching the community when it comes to the influence that Queen's students have on the Kingston Community. This collaboration will include highlighting personal stories and ways that students have contributed to the community through social media and alumni networks, as well as working with QSAA on their philanthropy week.
- **Increasing accessibility:** An online format for all events this year has made them more accessible than ever, allowing for people to participate anywhere in the world. With the uncertainty of next year, and the possibility of a hybrid format, it will be important to ensure that everyone can still engage with events. The commission will ensure that in-person events can also be accessed through an online format, such as a live stream. Furthermore, for any events with a cost associated to them, grants and financial resources will be made available to those who require them. Finally, by creating a new event form alongside the Equity

commission and the Sustainability director, events will be made as inclusive and sustainable as possible to ensure the comfort of every member attending.

- **Creating a commission Instagram page:** The commissioner will convert the current Silent Auction Instagram page into a commission-wide page. This will create a marketing platform for all committees, as well as events held by the Sponsorship and Fundraising Deputy, to post on. Currently, any marketing for the Organization of the Year can only be done through the ASUS page, which is limited on the frequency of posts. This will offer a hub where events such as Supper Series and the Silent Auction can be advertised. It will also act as a central area for all Community Outreach events and initiatives and will aim to increase the amount of people that hear about initiatives within the commission, and ultimately increase engagement. Anything posted to the page will be related to commission-wide initiatives, including Organization of the Year fundraisers and information, and all events and initiatives being held by committees within Community Outreach will be shared via the story function.

Remote Contingencies:

- One aspect of increasing engagement is increasing accessibility, as outlined above, and in the up-coming year, offering events in a remote format will be a large part of this. Ensuring that events are unique and have multiple forms of access (i.e. in person, over zoom, delivery of items outside of Kingston) will also ensure that they can receive more engagement.

Improving volunteer engagement and satisfaction

Volunteers are what makes the commission run. They are the ones working out in the community, directly interacting with our partner organizations, and planning and executing events. Ensuring that they are fulfilled in their role and able to find meaningful experiences through ASUS is not only essential to keeping the commission going, but also the mandate of what Community Outreach stands for and hopes to accomplish. Volunteer engagement and satisfaction can always be improved upon and there is a general trend of decreasing engagement as the year progresses. Finding new ways to ensure that volunteers are being recognized and appreciated for their contributions, while also increasing the sense of community that they feel as a part of the commission is a very important aspect of the Community Outreach Commission.

- **Increasing awareness of opportunities within the commission:** In order to increase the number of applicants and volunteers within the commission, the commissioner will strive to create more awareness of the opportunities available. Community Outreach week will take place in October, before winter hiring, to create more awareness for positions that open up part way through the year. During the hiring period, instagram take-overs will also be done by the current co-chairs and deputies, giving the opportunity for those interested to ask questions about the roles. In September, during the hiring period, the Commissioner will also put together an Instagram post highlighting positive experiences volunteers have had in the past through volunteering with Community Outreach. This will not only give a more personal approach to increasing the awareness around available positions, but can also be used to highlight the positive work that volunteers have had on the community.
- **Community Outreach Volunteer of the Semester:** The commission will introduce a Volunteer of the Semester in order to offer appreciation to volunteers who go above and beyond in their roles. This will provide opportunities for volunteers who are not on the executive team (i.e. Not co-chairs or deputies), and who generally do not get recognized through the ASUS Volunteer of the Month, to be acknowledged for the work that they do. A commission specific Volunteer of the Month will provide another outlet to give thanks to the volunteers who exceed their roles and help to increase both satisfaction and engagement throughout the year. It will be organized by the Volunteer Support and Appreciation Deputy and will involve

one outstanding volunteer from each committee to be recognized each semester and given a small gift and a feature in the Community Outreach Newsletter. Co-chairs from each committee will be asked to nominate a volunteer that they have observed going above and beyond in their role and the Volunteer Support and Appreciation Deputy will choose one volunteer per committee from those nominated.

- **Winter hiring:** The committees will have the opportunity to re-hire volunteers in the Winter semester if there is decreased engagement after the Fall semester, or hire new volunteer teams in the instance that volunteer programs are not able to run in the fall. This hiring period will be coordinated with the HR Office but will likely take place in November in order to ensure that the hiring process is complete before the Winter semester begins. The purpose of this will be to allow the volunteers to recommit to the committee as their schedules and priorities may change in the Winter semester and fill in the gap of any volunteers who are no longer able to take part.
- **Ensuring the appropriate number of positions are available:** It is important to offer as many volunteer opportunities as possible to ensure that as many students as possible are able to get involved in the community, however it is also essential that every volunteer has something to do and is able to feel fulfilled in their role. The commissioner will work alongside the co-chairs to ensure that the number of volunteers hired on committees are appropriate to the amount of work required in order to ensure that everyone has a role. The commissioner will also ensure that communication with the partner organizations of each committee are carried out throughout the summer to determine the number of volunteers needed. In the case that a volunteer program cannot take place in the Fall semester, volunteers for that committee will not be hired until the Winter term.
- **Providing wellness activities and guidance for volunteers:** The Volunteer Support and Appreciation Deputy will work alongside the ASUS Wellness Director in order to create a Wellness Survival guide with tips and tricks on how to improve their mental and physical wellbeing and balance being a volunteer with all other aspects of university. The Volunteer Support and Appreciation Deputy will also create physical wellness events for Community Outreach Volunteers to attend which will encourage them to stay active, such as Zumba and Yoga. The purpose of these events will be to give volunteers the opportunity for a social event and appreciate the work that they do, while also promoting a healthy lifestyle.

Remote Contingencies:

- The commission will ensure that it has opportunities for students working remotely to volunteer and will strive to highlight these positions.
- Any in-person volunteer appreciation events will be accompanied with an equivalent in a remote format to ensure that the volunteers who are not on campus are still provided with the appropriate recognition.

Updating policy and ensuring transparency

Policy helps to ensure accountability and to increase transparency of the mandate of the commission and the duties of each role within it. Ensuring that the information and governing documents surrounding the Community Outreach Commission are up to date and an accurate reflection of the commission's goals and responsibilities will help to improve the transparency of the commission overall. Apart from small policy updates, there is also the opportunity to create new roles within the commission and restructure current roles, which will allow the commission to continue expanding and take on new projects. Institutionally embedding best practices into the framework of the commission will ensure that they are carried over from year-to-year and that there is the potential for continuing and ongoing growth.



- **Updating policy:** The commissioner will look through the policy pertaining to Community Outreach and ensure that it is an accurate representation of the commission's commitments and goals, as well as the roles and duties of each member. This is essential to ensure that the commission has complete transparency.
- **Integrating advocacy into policy:** The commissioner will explore ways to integrate advocacy work into the structure of the Community Outreach Commission. These changes will be reflected in new policy, which will be able to not only create more opportunities that will allow for advocacy work to take place, but will also help to hold the commission accountable for ensuring that we continue with relationships and projects from year-to-year. This can be accomplished by adding a new role specific to advocacy for the commission as a whole, creating advocacy positions on the executive committee teams for each committee, and/or adding advocacy duties to current roles.
- **Restructure the Volunteer Support and Appreciation Deputy role:** The Volunteer Support and Appreciation Deputy role is relatively new and has not had the chance to be completely established. This role will thus be restructured to ensure that it is contributing the best that it can to the commission overall. The updated role will include, oversight of the committees and resolving any conflicts that arise, ensuring that all volunteers receive the Community Outreach training and that they obtain background checks if needed for their volunteering, facilitating the interactions between the co-chairs and their respective organizations through newsletters, and volunteer appreciation events as well as implementing a volunteer of the month program.
- **Adding a Chair position to the Supper Series Committee:** The Chair would work alongside the Sponsorship and Fundraising Deputy in order to run the committee. One of either the Chair or the Sponsorship and Fundraising Deputy will be required to be in attendance at each Supper Series event, for the entire duration of the night. The Chair would be required to oversee all the members of the Supper Series committee who are in attendance, resolve any issues that arise, and ensure that the orders are properly tracked and align with the total that Tommy's has recorded. Hiring a Chair would increase the capacity of the Sponsorship and Fundraising Deputy to expand their efforts to raise money for the Organization of the Year, while also giving them the opportunity to take on a more collaborative role with the Organization of the Year. This could include raising awareness, advocating for their causes or taking part in their events. It would serve to create a stronger connection with the chosen Organization and create more lasting relationships.
- **Increasing communication within the commission:** In an effort to increase transparency and ensure that every member is looped in on things going on within the commission, the commissioner will ensure that all information is made accessible to the co-chairs and that any relevant information is further passed on to the committees and volunteers. This will be done through a google folder that will be shared with all co-chairs that will contain Co-Chair Survival Guides and other important documents, a calendar with all Community Outreach events on it, as well as constant communication through slack and monthly meetings with all the co-chairs. The Instagram page will also strive to keep all members of Community Outreach, as well as all students interested in our events and initiatives updated on any changes to the commission or new initiatives created. Volunteer newsletters will be sent out monthly to ensure that every member of community outreach is getting consistent updates on things going on in all parts of the commission and consistently sending them out will improve the overall commission communication.



- **Adding the upkeep of the ASUS garden to policy:** In order to ensure that the ASUS community garden continues each year, the upkeep of the garden throughout the summer will be the responsibility of the Executive. The outgoing Community Outreach Commissioner will be responsible for starting the garden in April, weather permitting, and transitioning the incoming commissioner on closing the garden. In September, the maintenance of the garden will be the responsibility of the Community Outreach Commissioner. The Executive will be responsible for harvesting any produce and delivering it to Loving Spoonful during the summer months and in the instance where it is not possible for the garden to be started by the end of April, it will be up to the Executive to set up the garden.

Remote Contingencies:

- Ensuring that methods of communication within the commission are done through online platforms, such as slack, email, or zoom meetings will ensure that everyone is on the same page, whether they are in-person or remote. Any information given in an in-person meeting will be re-iterated in an online format if anyone was not able to attend.

Ensuring proper sponsorship request practices and improving sponsorship efforts

The Community Outreach Commission generally holds many events that receive donations from local businesses, the largest one being the ASUS Silent Auction. It is extremely important that every member within the commission is held responsible for ensuring that they are appropriately representing ASUS and the Community Outreach Commission when they are asking for businesses to sponsor their events. Furthermore, looking at ways to increase the amount of sponsorships that the commission receives, both at the overall and committee level will help the commission to increase fundraising efforts for our partner organizations and create more connections with businesses in the community.

- **Introducing sponsorship training and guidelines:** In order to ensure that the commission maintains positive relations with the Kingston community, the commissioner will implement sponsorship training and guidelines for all Community Outreach volunteers. These guidelines will be followed by any volunteers who are asking for sponsorships or donations from local businesses and will ensure that proper procedures are used. Sponsorship training, outlining these guidelines and expectations will be provided to all Community Outreach volunteers in order to ensure that the commission creates positive interactions with the Kingston community. Sponsorship email and phone call scripts will be made available to all volunteers within the Community Outreach Commission and will serve to streamline requests across all committees.
- **Sponsorship booklets:** The commissioner will work alongside the co-chairs and the ASUS Sponsorship Director in order to create sponsorship packages that reflect the mission of the committee and can be given to businesses when looking for sponsorships. This will increase the amount of sponsorships that the committees receive and ensure transparency by clearly outlining how their donation will be used and where the money will be going. It will also serve to hold committees accountable and ensure that there is a record of what was promised to businesses in exchange for their donations.
- **Finding consistent sponsorship partners:** In the past, Community Outreach has had a relationship with Domino's Pizza, where they would sponsor many of our events by providing free pizzas. Creating a new relationship similar to this, which would provide consistent sponsorships across all of the commission would provide incentive for students to attend these events and allow them to stand out, without the need for an increase in our budget. Many people in our community have had a positive past relationship with ASUS, whether it being a parent of someone who attended ASUS camps, an ASUS alumni, or anyone who has interacted

with ASUS outreach events or volunteers. Finding existing connections to business owners in Kingston can aid in finding these sponsorship partners.

- **Increasing Institutional memory of sponsorships:** Each year, the Deputy for Sponsorship and fundraising, along with many of the committees, find many local sponsors who are willing to donate products to our events. These relationships are created for the term, however, there is no consistency or carry over from year-to-year. The commissioner will ensure that a list of all the sponsors received in a year are included in the transition manual for the next year. This will offer the new team to further the relationships formed with local businesses and allow for continued growth each year. Furthermore, as part of the guidelines created, the commissioner will ensure that proper follow up and thanks is given to each business that provided a donation in order to ensure that their experience was positive and open the door for future collaborations. A spreadsheet template for recording all interactions with businesses in regards to sponsorship requests will also be provided to all the committees in order to ensure proper documentation throughout the year.

Remote Contingencies:

- Sponsorship can be done remotely and does not require any remote contingencies.

Committee Team Descriptions and Goals

Committee Descriptions
<p>After School Buddies</p> <p>The After School Buddies (ASB) committee works with the Boys and Girls Club of the Greater Kingston Area, an organization that provides afterschool programming for school-aged children. The ASB executive Committee focuses on planning and executing events on Queen’s campus to raise funds and awareness for the Boys and Girls Club. ASB provides volunteer opportunities to Queen’s students to help facilitate athletic, artistic, and academic programming with a wide range of age groups through the Boys and Girls club. ASB aims to plan and implement events at the Boys and Girls club, integrating Queen’s clubs, to offer enriching experiences for children and youth. All proceeds are donated to the Boys and Girls Club of the Greater Kingston Area at the end of each school year.</p>
<p>Description of goals for the committee below:</p> <ul style="list-style-type: none"> • Restarting the volunteer program: The co-chairs will strive to increase the support that the ASB committee is able to provide for the Boys and Girls Club of Kingston. Due to the online format of the previous year, the kids at the Boys and Girls Club lacked much of the interaction and connection with the volunteers as they normally would. The co-chairs of After School Buddies will work closely with the Boys and Girls Club to restart the volunteer program and offer in-person support for the children. They are also hoping to bring the kids at the Boys and Girls Club to campus in order to encourage them to continue developing their skills in school. In the case that this is notable to be done safely, they will create learning baskets that can be given to the kids to help them continue their learning and still connect with the After School Buddies committee. • Raising Awareness: The ASB committee will aim to increase their on-campus presence and spread awareness about the Boys and Girls Club. They will accomplish this by increasing their social media following through a giveaway event, which will encourage more people to follow the Instagram page and share their posts, increasing their capacity to spread the word. They will also use the platform to spread information about the goals of the Boys and Girls club through engaging and informative posts throughout the year. • Increasing collaboration with other committees: The ASB committee will search for opportunities to collaborate on events and initiatives with other committees in the Community Outreach Commission. One example of this is working alongside Partners in Education, which has a similar goal. They will look at creating a joint dodgeball tournament with PIE, which will increase the size and awareness that the event gets, ultimately resulting in a larger turnout and more funds raised for both organizations.
<p>Remote Programing:</p> <ul style="list-style-type: none"> • Some of their events, such as the Halloween memogram sale and the social media awareness campaign will be done virtually and will be made accessible to everyone.

- The dodgeball tournament requires in person participation, however in the case that it is not safe to be carried out, it will be converted to a virtual dance class.
- The learning baskets will allow for interaction with the kids at the Boys and Girls club, even in the case that volunteers are not able to work with them. It still requires an in-person component of dropping it off, however the committee can get involved in planning what goes into them, no matter where they are in the world.

Alzheimer's Outreach

The Alzheimer's Outreach (AO) committee works with the Alzheimer's Society of Kingston, Frontenac, Lennox, and Addington, an organization that works towards improving the quality of life of individuals living with dementia and their families, and advancing the search for the cause and the cure of dementia. Through on-campus events and initiatives, AO aims to raise awareness for Alzheimer's and dementia in the Kingston community and fundraise for the Alzheimer's Society of Kingston, Frontenac, Lennox, and Addington. Off-campus, AO runs a biweekly companionship program, which pairs Queen's student volunteers with community members living with Alzheimer's and other dementias. All proceeds are donated to the Alzheimer's Society of Kingston, Frontenac, Lennox, and Addington at the end of each school year.

Description of goals for the committee below:

- **Raising awareness for Alzheimer's disease:** The Alzheimer's Outreach co-chairs hope to build the committee Instagram and Facebook following in order to create a larger platform where they can spread information regarding dementia and Alzheimer's. They are also planning a speaker's series and highlighting professionals in neuroscience and who have worked with those with Alzheimer's.
- **Create a friendly and welcoming committee:** By having frequent committee meetings and socials, the co-chairs will strive to ensure that the AO committee is a safe and welcoming environment, while aiming to increase volunteer engagement and retention. They will also start meetings off with icebreakers and attempt to introduce more team building activities to achieve this goal.
- **Restarting the volunteer program:** The return to in-person activities this year offers the opportunity to restart the volunteer program with Alzheimer's Society. In the past, this has involved students visiting retirement homes and the Alzheimer's Society centre to spend time with people with Alzheimer's and dementia. The co-chairs are working closely with the volunteer coordinator of the Alzheimer's Society of KFL&A to assess when this program will be able to restart. In the meantime, there are opportunities to collaborate with the Alzheimer's Society on their events and to create a phone program run by volunteers that will make it easier for patients to be in contact with their loved ones.

Remote Programming:

- Events such as the run/walk and speaker's series will take place in both an in-person (if possible) and online format.

Autism Partnership

Autism Partnership (AP) is dedicated to advocating for and supporting individuals in the Queen's and Kingston communities who have been impacted by Autism Spectrum Disorders (ASD). The AP executive committee organizes on-campus fundraising initiatives, awareness campaigns, and outreach activities. AP's two volunteer programs are designed to provide programming for children on the autism spectrum through a one-on-one pairing with a Queen's student in the Buddy Program, or through a weekly drop-in centre in the Awesome Possums Program. These volunteer programs aim to provide a safe and enriching environment for children with ASD to promote social and personal development. All proceeds are donated to Autism Ontario at the end of each school year.

Description of goals for the committee below:

- **Increasing engagement and impact of volunteer programs:** The Autism Partnership co-chairs will work to increase the engagement within the volunteer programs, especially the Awesome Possum program which had very low attendance. The committee will work to transition the volunteer programs back to in-person when possible and address areas where they can improve them. They will rebrand the Awesome Possum program by introducing service animals, trained to work with people with Autism. The program will be referred to as Puppy Pals and will aim to increase engagement from past years and enhance the experience overall. They will also have the program run weekly, altering weekdays and weekends in order to account for the varied schedules of potential participants. They will also target the French department when looking for volunteers for the Homework Helpers program to account for a lack of French tutors available last year. Finally, they will be removing the Buddy Program and instead focusing on increasing the impact and reach of the other two programs. This decision was made due to a decreased interest in the Buddy Program and the success of the Homework Helpers program this past year.
- **Fundraising initiatives:** The Autism Partnership committee will continue to increase engagement and attendance at staple events such as Trevstock, Autism Week, and a Fitness event with Shine. They will promote these events through their social media page and use collaborations with other clubs in order to increase the amount of exposure that the initiatives get. With Trevstock having been cancelled last year due to COVID-19, they hope to garner more interest and increased participation than previous years, with a target ticket sale of 50 tickets.
- **Collaborations:** The Autism Partnership Committee will strive to collaborate on events with other Queen's clubs in order to increase the reach and scope of their events. They will continue a collaboration started last year with Shine Fitness on a fundraising event based on an exercise class. For their new Puppy Pals program, they are also looking to partner with Queen's 4 Paws in order to gain the attendance of service dogs at the events and in order to increase the number of French tutors available for the Homework Helpers program, they will partner with the French DSC.

Remote Programing:

- Any in-person events will be live-streamed (i.e. Trevstock) to allow for engagement with students who are not in Kingston
- Homework Helpers will be offered both in person and online to account for the different comfort levels and ideal learning environments for the children.

Cancer Triad

Cancer Triad (CT) aims to provide support for individuals in the Queen's and Kingston communities who have been affected by cancer. The CT executive committee carries out on-campus awareness campaigns and initiatives to fundraise for the Kingston Chapter of the Canadian Cancer Society and Movember Canada. The committee also supports other fundraising and awareness initiatives on campus, such as Relay for Life and Bladder Cancer Canada's Kingston chapter. CT works with the Kingston Health Sciences Centre to provide volunteer opportunities, where Queen's students can plan and execute events for those in the Kingston Health Sciences Centre and positively impact individuals living with cancer.

Description of goals for the committee below:

- **Increasing collaboration with partner organizations and other clubs on campus:** The Cancer Triad co-chairs are working to establish a relationship with the Canadian Cancer Society and increase the amount of event collaboration that they have with them. They are also hoping to work alongside other cancer-based clubs/events on campus such as the Terry Fox run and Relay for Life by promoting the events and offering volunteers if needed.
- **Revamp existing initiatives and introduce new events:** The Cancer Triad committee has found decreased engagement in their initiatives, such as the Movember Campaign over the past few years and have had difficulty establishing themselves and a lack of participation. This year, their aim is to create unique events that can be continued into future years and become a staple of the committee, while also striving to increase awareness and engagement in their initiatives. This will be achieved by transitioning the Movember Campaign back into an in-person environment, increasing the presence on social media, and introducing a raffle. A camp on campus for cancer event will be introduced as well as a running/biking fundraiser during Cancer Awareness month in February.
- **Re-introducing a volunteer program:** The framework for a volunteer program which allows students to spend time with cancer patients at the KGH was created, however due to COVID-19, was never able to happen. The Cancer Triad co-chairs will work with their contact at the KGH in order to re-establish this program and get students involved in the community.

Remote Programing:

- With the exception of the camping event, all events will have a partial online component. The Movember Campaign will have in-person elements in order to advertise and raise awareness, however all participation can also be done online. The

running/biking fundraiser can be done in-person with groups, or can be tracked individually and thus done remotely.

Community Living

The Community Living (CL) works with Community Living Kingston, an organization that supports individuals living with intellectual and physical disabilities, to promote inclusion for everyone at Queen's and in the greater Kingston area. The CL executive committee aims to raise awareness about the importance of an inclusive and accessible environment and break down stigmas surrounding living with a disability, while organizing and executing on-campus fundraising initiatives to raise funds for Community Living Kingston. The CL volunteer program is unique in that it offers a range of volunteer opportunities for Queen's students, including being paired one-on-one with an individual, volunteering in a daycare, or running group activities in nursing homes. All proceeds are donated to Community Living Kingston at the end of each school year.

Description of goals for the committee below:

- **Rebranding events:** The Community Living Commission will aim to rebrand their Dinner in the Dark and Wheelchair basketball events. These events may inadvertently support the narrative that people living with disabilities are always worse off than able-bodied people and are inherently less accessible than alternatives. The Dinner in the Dark will be replaced with a formal dinner, open to both Queen's students and Kingston community members, that will have speaker's from Community Living Kingston, thus raising awareness and funds. The Wheelchair basketball will be replaced by a dodgeball tournament, which is easily accessible to most people and will be an engaging way to raise money.
- **Reducing stigma and stereotypes surrounding mental, physical, and intellectual disabilities:** In order to raise awareness and reduce the stigma around people living with disabilities, the Community Living committee will launch a social media campaign through their Instagram page, showcasing people associated with Community Living Kingston. The goal of this campaign is to give people with disabilities a platform to speak on their experiences and the barriers that they've had to face and overcome. This will create more awareness in the Queen's community and allow students to hear stories directly from those who have had the experiences, increasing the personal connection and ensuring that the information being shared is representative of the members of the community who are living with mental, physical, and intellectual disabilities.
- **Increasing the connection with the community:** An area of weakness in the CL committee in the past has been low attendance at Buddy events. Their buddy program pairs Queen's students with a member of Community Living Kingston and allows them to interact and do activities together. In order to increase the engagement of the volunteers, the CL co-chairs will set expectations for the volunteers when they're hired and if needed re-hire volunteers for the Winter term. They will also create more

engaging buddy events, such as bowling and crafts, and give the volunteers the opportunity to contribute to the creation of each event.

Remote Programming:

- Larger events such as the Formal and Dodgeball can be livestreamed to ensure that anyone not able to attend due to not being in Kingston or capacity limits will still be able to experience the event. The Formal will be replaced by a speaker's series in the case that no in-person events are permitted.
- The buddy events cannot occur remotely, in the case that they cannot be done in-person, one-on-one zoom calls between the volunteer and their buddy will be set-up with the help of Community Living Kingston.

Crohn's and Colitis

The Crohn's and Colitis (C&C) committee aims to foster an inclusive environment and break down the stigma surrounding Inflammatory Bowel Disease (IBD). C&C works towards this goal in 3 primary ways: raising awareness for Inflammatory Bowel Disease (IBD), raising funds for Crohn's and Colitis Canada, and providing a support network for Queen's students who are diagnosed with IBD. In partnership with Crohn's and Colitis Canada's Kingston Chapter, the C&C executive committee plans on-campus fundraising initiatives and hosts educational events for Queen's students and the Kingston community to increase awareness and decrease stigma surrounding IBD. All proceeds are donated to the Kingston Chapter of Crohn's and Colitis Canada at the end of each school year.

Description of goals for the committee below:

- **Increasing engagement and collaboration:** The Crohn's and Colitis committee will strive to increase the engagement of Queen's students and Kingston community members in their events. They will strive to collaborate more with other committees for some of their events in an effort to limit the overlap of events and increase their capacity and resources for the initiative. They will also partner with the ASUS Good Times Diner in order to create an IBD friendly series, which will use an existing platform within ASUS in order to amplify on-campus awareness of IBD. In order to improve the participation in their largest event, the Gutsy Walk, they will create anticipatory events leading up to it and raising awareness for the event. These events will all promote healthy living and will serve as engaging activities that will advertise for and increase the anticipation for the final Gutsy Walk.
- **Raising awareness:** The Crohn's and Colitis committee will strive to increase the awareness of people living with IBD on campus. They will do this through a Speaker's Panel, an awareness event in collaboration with Good Times Diner, and the creation of a cookbook with IBD friendly recipes. Furthermore, they will be implementing an IBD conference which will feature experts in gastroenterology in order to speak on their research and personal experiences.
- **Increasing the sense of community of the executive team:** The Crohn's and Colitis co-chairs will strive to create a welcoming and safe space for the volunteers within their

committee. They will accomplish this by being open and encouraging all members to share their ideas and creating many opportunities for collaborations. They will also host social events to increase the sense of community and bring the team closer together.

Remote Programming:

- Their pumpkin carving event will have an in-person aspect, however can also be done completely online, with the materials being delivered and the contest taking place through their social media.
- The Speaker’s Panel will be held in person if possible, however will also be recorded and made available to those who could not attend.
- The Gutsy Walk will have to be held mainly in person, however there is the possibility of livestreaming the presentations for those interested in tuning in.

Heart and Stroke

The Heart and Stroke committee (H&S) works with the Heart and Stroke Foundation’s Kingston Chapter to advocate for healthy living and inspire students to make positive changes in their lives. The H&S executive committee plans and executes on-campus initiatives to raise funds for the Heart and Stroke Foundation, raise awareness about heart disease and mental health, and promote healthy eating and active living. H&S also provides volunteer opportunities to the Queen’s community, where student volunteers educate children in the Kingston community about healthy living through Heart Healthy Presentations that are delivered to local schools and children’s camps. All proceeds are donated to the Kingston Chapter of the Heart and Stroke Foundation at the end of each school year.

Description of goals for the committee below:

- **Planning in-person and online events:** In order to transition back to an in-person year, while also accommodating for COVID-19 restrictions and remote students, the Heart and Stroke committee will plan for both in-person and online events throughout the year. In-person events held in the fall will take place outdoors, such as a yoga class or fitness classes. Online events, such as a speaker’s series and online fitness fundraisers will also be used increase the engagement of students not in Kingston.
- **Collaboration with other committees:** The Heart and Stroke co-chairs will reach out to the Alzheimer’s Outreach co-chairs in order to organize event collaborations. They will also connect with After School Buddies and Partner’s in Education in order to coordinate external outreach to school-aged children.
- **Increasing internal communication:** In order to improve and increase the effectiveness of communication across both the executive team and the volunteer team, the Heart and Stroke co-chairs will make a slack workspace for their committee. This will serve to ease the process of communicating with all the team members and give them a platform to communicate with each other. They will also encourage active participation and input during team meetings and socials.

Remote Programming:

- Some events are planned as completely online events and will encourage participation of students not in Kingston, such as the fitness fundraiser and professor talks. These events will be held over zoom or via their social media channels.
- Events that are mainly in-person, such as the Athlete Auction, Dog Yoga, and Big Bike all have online components where possible as well as completely online contingencies if needed.

Kids 4 Kids

The Kids 4 Kids (K4K) committee aims to raise awareness for the importance of Children's Outpatient Clinics and Child Life programs in Kingston, which work to improve sick children's welfare when admitted to a hospital. The K4K executive committee is responsible for organizing and executing on-campus initiatives which fundraise for the Almost Home. K4K works with the Kingston Health Sciences Centre to connect student volunteers with pediatric patients and Kingston General Hospital, where volunteers are responsible for planning events that provide diversionary and engaging activities for children and support for the families.

Description of goals for the committee below:

- **Increase engagement:** The Kids 4 Kids committee will strive to increase both student engagement, as well as the engagement of children at the KGH in their events and initiatives. They will do this by creating themed events that will allow the interaction between Queen's students and children in the pediatrics unit of KGH. These events will take an in-person and/or online format depending on the circumstances, and will comprise of games and activities as well as mental and emotional supports.
- **Education and Awareness:** The Kids 4 Kids committee will strive to increase the awareness of the dimensions of well-being as it pertains to children through social media campaigns and speaker's series events. They will aim to showcase the positive work being done in the Kingston community by their committee and volunteers.
- **Giving back to the community:** The Kids 4 Kids committee will strive to make a meaningful contribution to Almost Home through fundraising events throughout the year. They also aim to positively give-back to the pediatrics unit at the KGH through toy drop-offs and activities with the children.

Remote Programing:

- The volunteer program can be done online through zoom events and activities with the children. Campaigns such as a Send a Message, Share a Smile is completely online and delivered in a remote format. Other activities such as card making, a speaker's series, and a raffle with all be easily accessible online as well as in-person.

Lost Paws

Lost Paws (LP) works with local animal rescue organizations, including the Kingston Humane Society and Kingston Animal Rescue, to improve the quality of life of shelter animals by fundraising, raising awareness, and volunteering in the community. The LP executive committee hosts on-campus events, such as awareness week and Critters on Campus, to raise awareness for local animal issues, such as overpopulation, and encourage animal adoption and

fostering options. These events also raise funds for the Kingston Humane Society and Kingston Animal Rescue, while giving students to get involved in the Kingston community and destress through animal interaction. LP also offers daily opportunities for students to volunteer at the Kingston Humane Society and to provide socialization and exercise that the animals need to remain healthy and fit for adoption. All proceeds are donated to the Kingston Humane Society and Kingston Animal Rescue at the end of each year.

Description of goals for the committee below:

- **Relaunching the Lost Paws brand on campus:** Half of the students who will be on campus next year have likely never heard of Lost Paws and have never experienced any in-person events. As such, the Lost Paws committee will work to transition back to in-person events and establish themselves as a pillar on campus. They will do so by increasing their social media presence and creating a Critters on Campus event that will allow students to interact with dogs and cats, as well as through merchandise sales. The Awareness Weeks will also strive to raise awareness on campus for not only Lost Paws, but also the work being done by the Kingston Humane Society.
- **Expanding volunteer programs:** The creation of the local walks program has led to a new avenue by which students can get involved with Lost Paws. Increasing the capacity of this program and increasing the awareness of the opportunity in the community can help to expand the reach and number of opportunities that Lost Paws can offer.
- **Creating remote programming:** Since the volunteer opportunities through Lost Paws all require an in-person component, the Lost Paws co-chairs will strive to create online events and programming to ensure that students outside of Kingston can still get involved. Online awareness weeks with seminar speakers and merchandise sales, as well as the cutest pet contest.

Remote Programming:

- The main form of remote programming will be the awareness weeks, with remote initiatives such as speaker's and the cutest pet contest throughout.
- Most of the events/volunteering require students to be in-person to engage (i.e. local walks, trips to the humane society, and Critters on Campus). This unfortunately can't be avoided, however the awareness weeks will strive to target remote students to make up for this, such as fostering campaigns and the cutest pet contest.

Partners in Education

The Partners in Education (PIE) committee works with Pathways to Education Kingston, an organization that provides youth from low-income communities in Northern Kingston with the resources they need to graduate from high school and break the cycle of poverty. PIE's executive committee organizes on- and off-campus initiatives to raise funds for Pathways to Education Kingston and strives to start conversations and break down misconceptions about poverty in Kingston and how we can promote equality in our community. PIE offers a volunteer program where Queen's students work directly with Pathway to Education Kingston and their various mentorship programs, including tutoring and active living promotion. PIE also

aims to bring students from Pathways to Education to the Queen's campus to engage in experiential and discovery-based learning activities in a post-secondary setting. All proceeds are donated to Pathways to Education Kingston at the end of each year.

Description of goals for the committee below:

- **Increase collaboration and expand reach:** The Partners in Education co-chairs will work to collaborate with other committees in order to increase the reach of their events. Furthermore, they will reach out to other branches of Pathways to Education, such as the one in Toronto, and look into the feasibility of offering online mentorship programs. This will serve to increase the reach and overall effect that the committee has, and also offer an easy transition for high-school students who are considering Queen's. Offering support and encouraging students to attend post-secondary school is very important, and if the support comes directly from Queen's, then there is the opportunity for that support to continue through programs such as the ASUS Mentorship Program.
- **Restructure the executive team and hire more volunteers:** The Partners in Education committee will introduce a logistics coordinator position, who will be in charge of communication with the Pathways to Education representative. This will aim to increase the levels of communication between the committee and the organization, as well as to offer more opportunities for collaboration. A marketing team will also be hired in order to increase their presence online and ensure that events and initiatives get traction. Increasing the number of volunteers will allow for a one-on-one mentorship program in which mentors can be paired with mentees who have similar interests. This will help to strengthen the outreach program and create more meaningful bonds with the high-school students.
- **Create more awareness-based events:** Although fundraising is an important aspect to the goals of Partners in Education, creating events that can serve to both fundraise and raise awareness for the mandate of Pathways to Education can serve to gain more support on campus, and ultimately increase the engagement and amount of volunteers interested in the committee. This can be done through collaborations with other similar committees and introducing presentations about the many struggles faced by some youth in Kingston.

Remote Programing:

- The sales (i.e Candy Sale and Tumbler Sale) can be done both online through the ASUS store and in-person through boothing.
- Volunteer programming with Pathways to Education can be done virtual if needed, and can be dictated on an individual basis. The mentorship sessions can be done via zoom and any events can also be held virtually.

SWOT Analysis

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Passionate volunteers: Community Outreach has no shortage of extremely passionate volunteers. The size of the commission and diversity of volunteers is a huge asset in creating a presence on campus. The variety of opportunities and initiatives also provides unique volunteer experiences that cater towards many different interests and commitment levels. There is the opportunity for students to find somewhere that they belong through the committees and meet many people who share their passions. Having volunteers who care about the causes that they support is a huge strength in that it leads to much more dedication and innovation in all aspects of the commission’s operations. It also leads to a strong return rate of volunteers from year-to-year which aids in institutional memory and allowing the committees to going growing, despite a constant turnover of executive. • Connections within the community: The Community Outreach commission has some very strong relationships with organizations within the Kingston community that continue to grow and improve each year. The commission provides the unique opportunity for students to volunteer with the Kingston community outside of Queen’s and strengthen the Kingston- Queen’s relationship. The
<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Cohesiveness of the commission: This has been an ongoing goal within Community Outreach. With so many unique committees with their own mandates and initiatives, it can be difficult to create unity within the commission as a whole. The online year made socials and opportunities that would typically allow for collaboration more difficult. • Decreasing volunteer engagement: A decline in volunteer engagement throughout the year is a consistent trend within both volunteer programs and committee executive teams. The online year, accompanied by zoom fatigue and burnout further exasperated this issue. This can be mitigated by encouraging socials and volunteer appreciation events, as well as giving the option of Winter hiring.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Making new connections: There are opportunities to make new connections and strengthen relationships with the commission’s partner organizations. Some committees, such as Cancer Triad and Kids4Kids do not have strong connections with their Organizations, which means that there is opportunity to create connections and collaborations with them. There is also the opportunity to create a new connection with an organization through the Organization of the Year, and explore ways in which that relationship can continue in the future. • Taking part in more advocacy initiatives: Community Outreach began working on some advocacy based initiatives for the first time this year and there is a lot of room to continue with the initiatives that have started. Collaboration between commissions, such as SVPR work with Equity and advocacy for mature students with Academics. There is also the opportunity to imbed advocacy and awareness into the structure of the commission through the addition of a new role, which will allow the Commission to take on more advocacy within different sectors. • Developing a relationship with the municipality: There is a lot of room for improvement on the relationship between Queen’s and the greater Kingston community. Entering in discussion with

the municipality, starting with the Community Services Commissioner can help to evaluate the current relationship and work alongside the city for more ways to collaborate.

THREATS

- **Maintaining engagement with students not in Kingston:** In the scenario where in-person events are permitted, there may still be some students not in Kingston or who feel uncomfortable participating in these events. Maintaining engagement with these students, and creating opportunities for them to be involved may be difficult and will require more planning and innovation in order to offer each event on two platforms.
- **Transition back to in-person events:** With last year being completely online, transition back to in-person events and meetings may be difficult to maneuver, however this is also an opportunity to take some of the ideas and insights that have been generated in an online year and continue applying them in an in-person setting. The largest challenges will be adapting events to fit any necessary safety restrictions due to the COVID-19 pandemic and creating events that can be accessed both in person and online to account for students not returning to campus.
- **Event oversaturation:** This is an ongoing issue which leads to decreased engagement in the student body. There are many clubs and initiatives on campus that host similar events, which may make it difficult for Community Outreach events to stand out.

Timeline

<p>September</p>	<ul style="list-style-type: none"> • O-Week <ul style="list-style-type: none"> ○ Launch Community Outreach shirts on the ASUS store and market through social media ○ Ensure attendance of co-chairs at Queen's in the Park ○ Use social media to promote available volunteer positions • Fall hiring for committee members and volunteers • Volunteer Training Day <ul style="list-style-type: none"> ○ Reach out to Organization of the Year representative and confirm attendance ○ Finalize sponsorship training with the ASUS Development Director • Finalize the event request forms and ensure that they are available on the ASUS website • Launch the volunteer wellness guide • Ensure all policy changes are completed for the first assembly
<p>October</p>	<ul style="list-style-type: none"> • Supper series begins* • CO Week - events showcasing each committee and raising money • CT: Camp on Campus for Cancer • CC: Pumpkin Carving • PIE: Halloween Candy Sale • ASB: Halloween memogram • AO: 5km Run/Walk
<p>November</p>	<ul style="list-style-type: none"> • Volunteer Wellness event (Yoga) • Winter hiring <ul style="list-style-type: none"> ○ Have each committee reach out to confirm the re-commitment of their volunteers for the Winter term ○ Coordinate with Human Resources for the dates and positions that will be opened • LP: awareness week • CT: Movember Campaign • HS: Athlete Auction



	<ul style="list-style-type: none">• K4K: Send a message, share a smile• PIE: Christmas Candy Sale• CC: Speaker's Conference• CL: Formal
December	<ul style="list-style-type: none">• Community Outreach Volunteer of the Semester<ul style="list-style-type: none">○ Accept nominations and select one volunteer from each committee○ Notify chosen volunteers and provide them with a gift○ Promote the volunteers through the monthly newsletter and social media• Finalize items for the Silent Auction<ul style="list-style-type: none">○ Ensure that they are all picked up and stored in the office○ Submit all necessary marketing request forms• Finalize any policy updates and new positions added<ul style="list-style-type: none">○ Ensure that policy for the new advocacy role as well as the gardener role are completed• K4K: Hospital gift drop-off
January	<ul style="list-style-type: none">• Silent Auction<ul style="list-style-type: none">○ Book tables in the ARC○ Ensure that the auction site is made and prepare for the launch○ Market and spread the word through social media○ Ensure communication with the Organization of the Year• Winter Volunteer Training Day• CC: Good Times Diner collaboration• AP: TrevStock
February	<ul style="list-style-type: none">• Volunteer Wellness event (Zumba)• LP: awareness week• CT: Cancer prevention awareness exercise fundraiser• K4K: Card making• CC: Gutsy Walk series events• PIE: Dodgeball Tournament

	<ul style="list-style-type: none"> • ASB: social media awareness week • AO: Speaker's Series
March	<ul style="list-style-type: none"> • Social media campaign promoting available positions <ul style="list-style-type: none"> ○ Instagram posts and takeovers by committee co-chairs and deputies • LP: Critters on Campus • CT: speaker panel • HS: Zumba/DOGA • HS: Strava fitness fundraiser • K4K: Speaker's series • CC: Gutsy Walk and BBQ • PIE: St. Patrick's tumbler sale • ASB: Dodgeball tournament • CL: Dodgeball tournament
April	<ul style="list-style-type: none"> • Volunteer Appreciation Social Event • Community Outreach Volunteer of the Semester • Organization representative Lunch <ul style="list-style-type: none"> ○ Book venue and caterer ○ Invite all liaisons and co-chairs ○ Create and plan presentation • HS: Big Bike • K4K: raffle

*Supper series continues biweekly throughout the rest of the year.

General Manager Collaboration

As the General Manager is a consistent position that does not have the same yearly turnover as positions within the Community Outreach Commission, there is the opportunity to introduce them to the Organization representatives, which also remain consistent over the years. The General Manager may be able to help with ensuring that cheques get delivered, especially since this process generally happens right around the transition from one Commissioner to the next and act as a familiar face that the Organizations can recognize and interact with every year. There is also the potential for collaboration with the General Manager when it comes to finding sponsorships for commission-wide events, such as the Silent Auction, and maintaining a long-term relationship with business partners. Furthermore, due to the General Manager's expertise in the field of fundraising for non-profits, arranging a training session for co-chairs on a yearly basis will help to educate the co-chairs on best tactics and strategies for fundraising events.

Closing Thoughts

Thank you so much for taking the time to read through the Community Outreach Strategic Plan for the 2023/2024 academic year. If you have any questions, comments, concerns, or ideas of your own, please feel free to reach out to me at community@asus.queensu.ca!

I am incredibly excited to for the year ahead and to implement the ideas laid out in this document. I am so grateful to have been given the opportunity to hold this position and work alongside so many amazing and passionate individuals. The committees offer a unique range of volunteer experiences and I am eager to see all of the incredible initiatives that they have planned come to life. I hope that the Community Outreach Commission can act as a resource for students to get involved and grow their passions, as well as a hub where both students and community members can come together and support each other.

Respectfully submitted,

Binyat Akrem

Community Outreach Commissioner 2023-2024