



**FROST STUDENT ASSOCIATION  
3-Year Strategic Plan | 2021 - 2024**

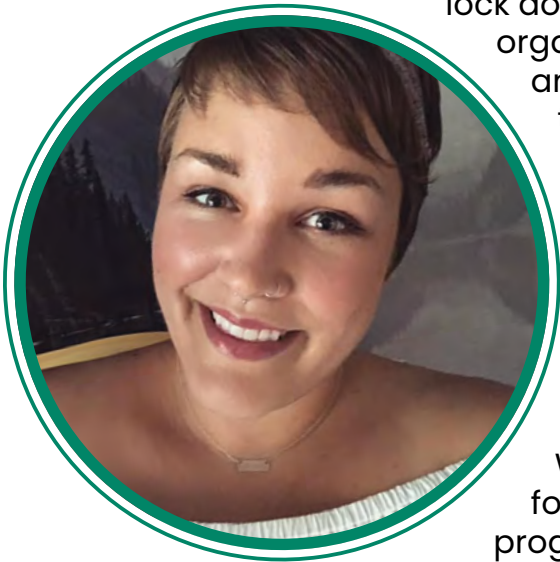
# A Message From ADAM FOLLAND | President SHELBY EASTMAN | Vice-President

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To begin, we would like to thank you for taking the time to read this document.

Our time representing the Frost Student Association (FSA) was unusual with the rise of COVID-19. To keep the organization productive in a time of global lock downs, we found value in continuous goal setting and the organization's success. As leaders, we felt that remaining stagnant and following the status quo would be dangerous. To that end, the Board of Directors (BOD) for the 2020-2021 academic year have explored, developed, and published this document.



The FSA experiences yearly turnover in the way of elections and graduations. This continuous flux challenges any individual board or person to create long-standing changes that will improve the Frost and Haliburton experiences beyond their time in office. This strategic plan addresses this concern and identifies what makes Frost and Haliburton students unique while addressing the individual concerns of both campuses.

We hope you find value in the contents of our strategic plan. It was created by students, for students, and represents hours of efforts, years of planning, and a passion to ensure the progressive interests of the FSA and our students are met.



# MISSION

To advocate and provide activities and services that enhance the quality of student and campus life.





# VISION

To engage with all students in personal growth, success and knowledge through authentic connections.





# VALUES

**Authentic • Compassionate • Perceptive • Dependable  
Environmental • Inclusive**



# MOTTO

Frost Student Association:  
Branching connections  
in all directions.



# You Spoke. We Listened.



## Sustainability

Creating a more sustainable environment for our members.



## Engaging Students

Effectively engaging students on-line and in person.



## Authentic Connections

To create and promote an authentic connection with members.



## Accessibility

Aligning the Frost Student Association to be more accessible.





# Sustainability

- Complete a waste assessment of the Auk's Lodge.  
🕒 *Year one and ongoing*
- Explore alternatives with the college regarding the current waste created by food services.  
🕒 *Year three*
- Bring in more robust transportation opportunities (i.e. bicycles, buses, etc.) to lessen the carbon footprint.  
🕒 *Year three*
- Once per semester, organize a sustainable community environmental event (i.e. Community clean-up, fundraiser etc.).  
🕒 *Year one and ongoing*



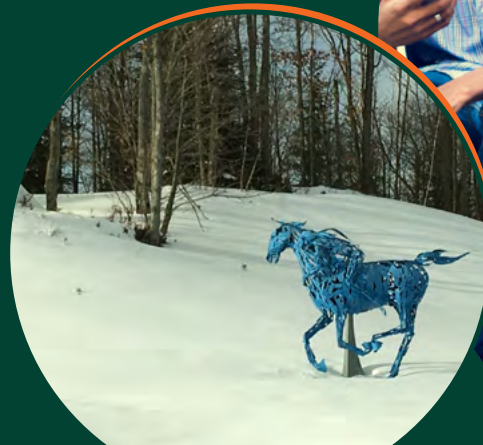




# STARS Gold Rating

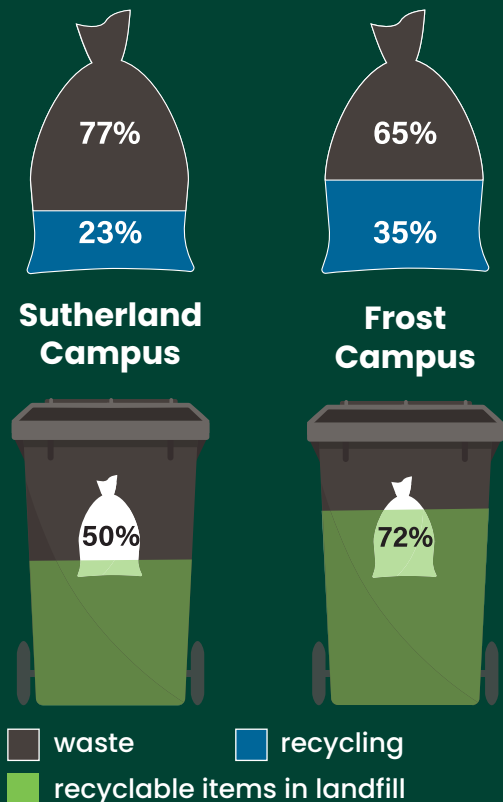


- Fleming, with the participation of the FSA, achieved a STARS Gold rating, in December 2019, in recognition of our sustainability accomplishments from the Association for the Advancement of Sustainability in Higher Education (AASHE). STARS, the Sustainability Tracking, Assessment & Rating System, is a rigorous evaluation of sustainability in all aspects of higher education.
- AASHE's STARS program is unique because it is a sustainability-focused system, it does not only assess environmental factors but also social and economic factors at postsecondary institutions.





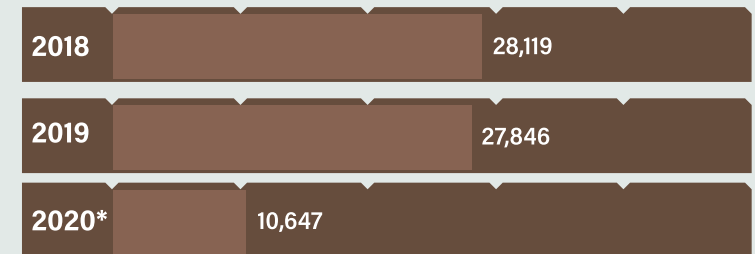
Our most recent College cafeteria and food services area waste audit results reflect the proportion of waste to landfill and recyclables captured or misdirected to landfill. Audit was completed January 9-10, 2020 by Best Service Pros.



Frost Campus has completed a waste audit for the past three years through Waste Collections of Canada. This audit will continue to track the division of waste collected from Frost Campus as we explore alternative waste solutions. This ongoing waste audit is not yet available for Haliburton Campus.



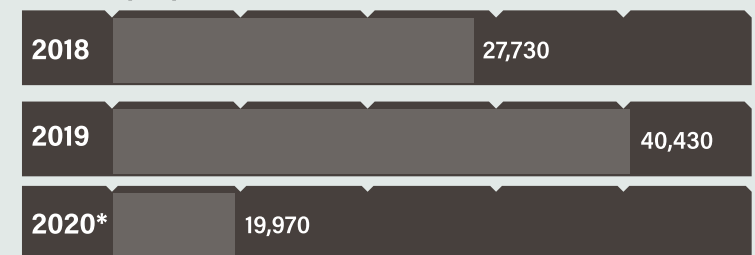
#### CARDBOARD (KG)



#### MIXED RECYCLING (KG)



#### WASTE (KG)



\*Frost Campus was closed for most of 2020 due to COVID-19 and therefore recorded data does not accurately reflect a full operating year.



# Engaging Students

- Create a more engaging on-line presence.  
🕒 *Year one and ongoing*
- Host a Town Hall with Student Administrative Council (SAC).  
🕒 *Year one and ongoing*
- A monthly WebEx room, open for two hours with FSA Members.  
🕒 *Year one and ongoing*
- Provide a Speakers Series entitled, "Auk Talk".  
🕒 *Year one and ongoing*





# Authentic Connections

- To provide community members oversight of the FSA at lectures every semester.  
🕒 *Year one and ongoing*
- Provide information updates via email and social media posts requiring feedback every two weeks.  
🕒 *Year one and ongoing*
- To maintain consistency on FSA's website by updating it on a monthly basis.  
🕒 *Year one and ongoing*
- Research and reassess a FSA website redesign.  
🕒 *Year one*





# Accessibility

- Update the current make up of the FSA to include an International Student Consultant to demonstrate our commitment to an authentic representation of the student body.  
🕒 *Year one*
- Update the current make-up of the FSA to include an Indigenous Student Consultant to demonstrate our commitment to an authentic representation of the student body.  
🕒 *Year one*
- Update and review all FSA documents to be accessible and AODA (Accessibility for Ontarians with Disabilities Act) compliant.  
🕒 *Year two*



# 2020-2021 FSA TEAM

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**ADAM FOLLAND | President**

Program: Conservation Biology

My favourite memory on campus is sitting in the Auk's Lodge and talking with people. I loved being on campus and surrounded by the community and environment.

**SHELBY EASTMAN | Vice President**

Program: Ecological Restoration (Joint Fleming-Trent)

My AHA moment of why I chose Fleming was when I toured the campus and it just felt "right." Summer camp meets higher education - what more could you want?

**BRAD WRIGHT | Director of Athletics**

Program: Earth Resources Technician, Co-op

My favourite place in Fleming is the geo-wing and labs, I miss spending everyday surrounded by samples and interesting graphics. I realize that I took all of the early morning labs sifting soil samples for granted so I look forward to returning and working with my classmates again.

**JOSHUA RICHER | Director of Communications**

Program: Conservation Biology

I love the approach Fleming took with Conservation Biology as a new program. Being in the first cohort, I am excited to see where all of my new found knowledge will take me and how I can make an impact on the planet on which we reside.

**COLE POULAIN | Director of Community Outreach**

Program: Ecological Restoration (Joint Fleming-Trent)

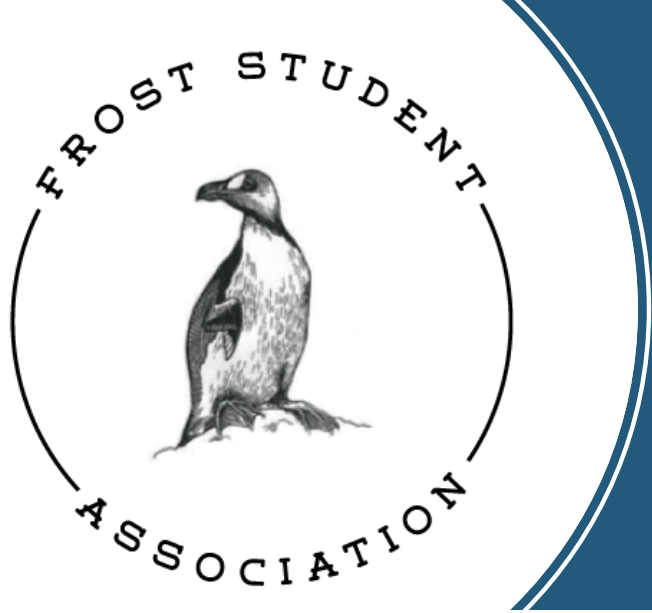
My favourite Frost memories are the loggersports practices and competitions! The team is such a great, accepting, fun, and sarcastic group that always help each other out!

**DAWSON WAINMAN | Director of Student Life**

Program: Ecological Restoration (Joint Fleming-Trent)

Honestly, the moment that I knew I was at home on campus was during my first week when a group of students I didn't know invited me to go foraging for mushrooms with them after class.





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Special thanks to our Fleming Alumni from Lyonsden Consulting and Grassick Graphic Communications for their help in creating the FSA Strategic Plan.



Lyonsden Consulting  
Preparing for the Future

