

## PURPOSE

*The UoW Social Club exists to promote a sense of community across UoW units, faculties and campuses by bringing people together for fun and friendship.*

## SOCIAL CLUB OBJECTIVES

1. To create a welcoming space for members and guests
2. To contribute to University life by creating positive experiences for members through organized activities they enjoy.
3. To bridge the silos between academic and general staff and students and between units and faculties.
4. To include and encourage participation from all levels of staff and students
5. To interact with other groups externally and internally to achieve the Club's purpose
6. To promote the purpose of Social Club across the UoW community
7. To contribute to University life.
8. To retain support of VC, Deans and senior management

## STRATEGIES TO ACHIEVE OBJECTIVES

1. To create a welcoming space for members and guests	<ul style="list-style-type: none"><li>• Make the most of what we have</li><li>• Nominate a "Meet and Greet" person to ensure each visitor feels welcome</li><li>• Look around for another space on campus and continue negotiations with University</li></ul>
2. To contribute to University life by creating positive experiences for members through organized activities they enjoy.	<ul style="list-style-type: none"><li>• Maintain and refine the current range of activities</li><li>• Encourage members to suggest, organise and participate in new activities</li><li>• Continue to seek sponsorships</li></ul>
3. To bridge the silos between academic and general staff and students and between units and faculties	<ul style="list-style-type: none"><li>• Encourage members in individual faculties and units to organise events in their spaces and encourage new participants</li><li>• Regular drop-in get-togethers at cafes on campus so meetings are visible and welcoming</li></ul>
4. To include and encourage participation from all levels of staff and students	<ul style="list-style-type: none"><li>• Outreach activities – Social Club to reach out to different groups on campus who may not know about the club.</li><li>• Invite speakers from UoW management</li></ul>
5. To interact with other internal and external groups to achieve purpose	<ul style="list-style-type: none"><li>• Consider running joint activities</li><li>• Invite Deans on campus to host a Social Club function in their faculty to which all Social Club members are invited so that the faculty can inform and promote their own work/activities</li></ul>
6. To promote the purpose of the Social Club across the UoW community	<ul style="list-style-type: none"><li>• Improve website</li><li>• More info on past and future events</li><li>• Improve communication</li><li>• Appoint an on-campus promotions or PR person to focus on publicity to increase general awareness of the club</li><li>• Use Linked-In and Face book to promote to promote the Social Club and activities</li><li>• Posters in faculties</li></ul>
7. To retain support of the VC,	<ul style="list-style-type: none"><li>• Continue to communicate regularly and</li></ul>

Deans and senior management	report on Social Club activities so VC, Deans and senior management understand the purpose and achievements of the Social Club and maintain their support.
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### **Action Plan 2010-2012**

#### **1. Improve existing venue**

- Bring bar to front so easier to access – in next *Friday Mixer*
- Appoint “Meet & Greet” people for every *Friday Mixer*

#### **2. Create *Friday Mixer* partnerships**

- List groups and/or faculties as potential partners for *Friday Mixers*.
- Develop and document what the Social Club can offer in return for the Faculty hosting a *Friday Mixer* and promoting their activities.