

Improving Student Success through
Engagement Opportunities at
Massey University Student Association (MUSA)



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Compulsory Student Membership until 2011: *100% of Student Membership Fee funding went to MUSA*



Voluntary Student Membership from 2012



Student Services Levy goes entirely to universities to disburse to student associations and other units

Service Levy Agreements (SLAs) between student associations and universities differ from university to university

Post VSM: Issues and Opportunities

Issues for MUSA

- Reduced executive team
- Reduced staff numbers
- Reduced communication between Governance and Operations teams
- Closure of Chaff magazine
- Reduced radio station staff
- Reduced events activities
- Discontinuation of class rep system
- Disempowerment of student voice
- Reduced student engagement

Opportunity to rebuild an effective student association

- a. Re-structure of operations and governance
- b. Re-invigorated operations team
- c. Stronger succession planning
- d. Stronger association policies
- e. Smarter approach to funding

Steps undertaken by operations team in consultation with executive to rebuild efficacy

- Introduction of a MUSA Volunteer system
- Reviving the Class Representative system
- Empowering students in the clubs' system through ongoing training and recognition
- Providing more and relevant events for students
- Improving communication with university decision makers

Outcome:

- Increased desire by students to become a decision makers

Introduction of a MUSA Volunteer system

Mid-2015: 5 volunteers, guided and coordinated by MUSA Advocacy

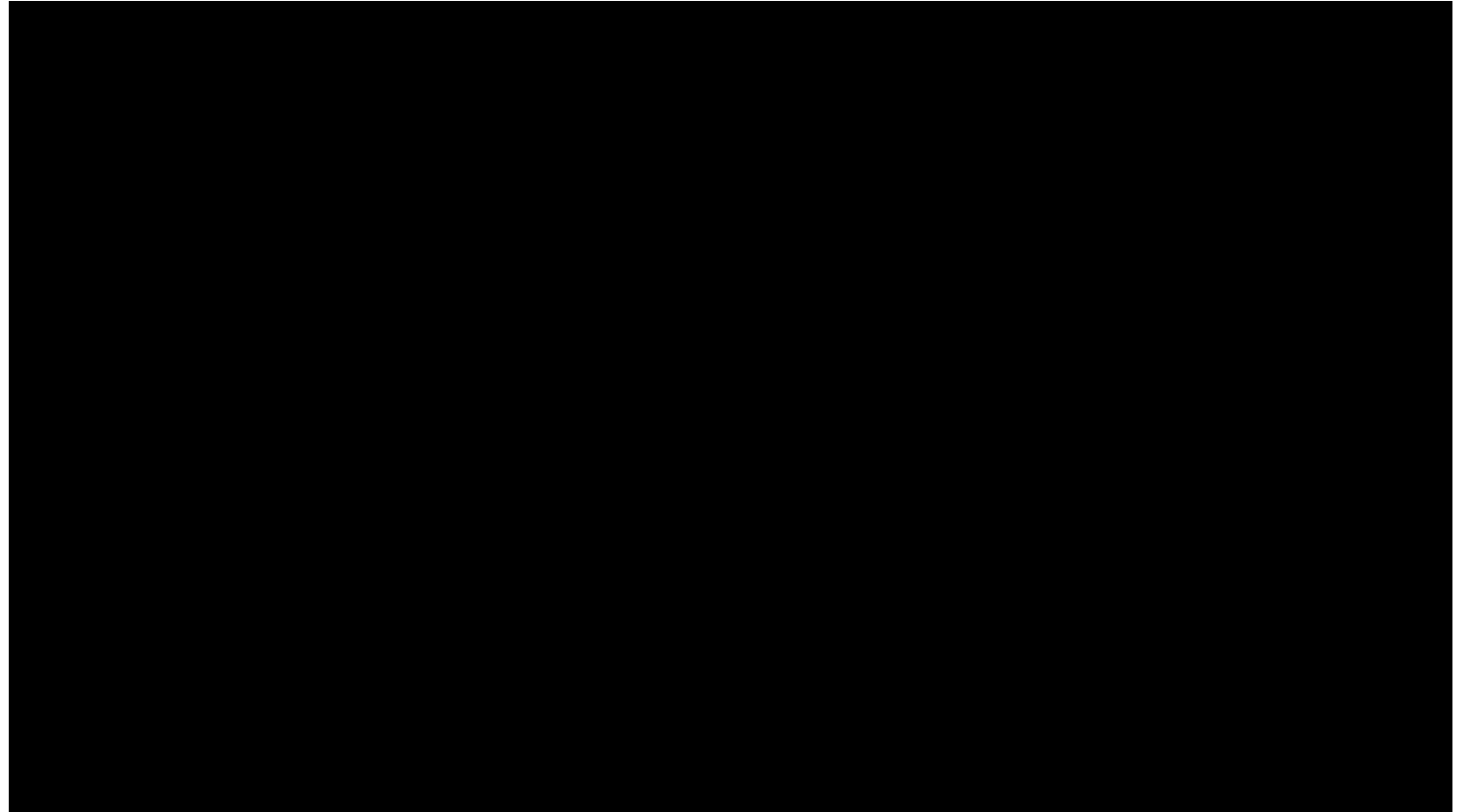
End of 2017: 51 volunteers, coordinated by a dedicated Student Engagement Coordinator

Mohit Kochar, MUSA Volunteer, says:

The first couple of weeks after my arrival were indeed a bit depressing ... until I became a MUSA volunteer 'the exciting and happening part.'

I was understood by really experienced, helpful and happy outgoing associates.

*Being a volunteer helped me secure a part-time job off campus as my skills (as a MUSA volunteer) were recognised ...
...gained a knowledge of working with Kiwis and multi-cultural people.*



Reviving the Class Representative system

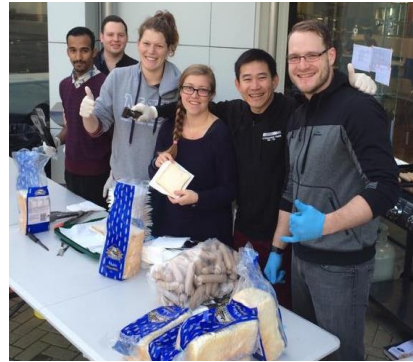
From Post VSM Change:



To Post MUSA Restructure:



Providing more and relevant events for and by students



Empowering students in the clubs' system through ongoing training and recognition

Tonicha Alves, President of the MU Sustainability Club (2016-17)

*I grew as a student during my time
with MUSA:*

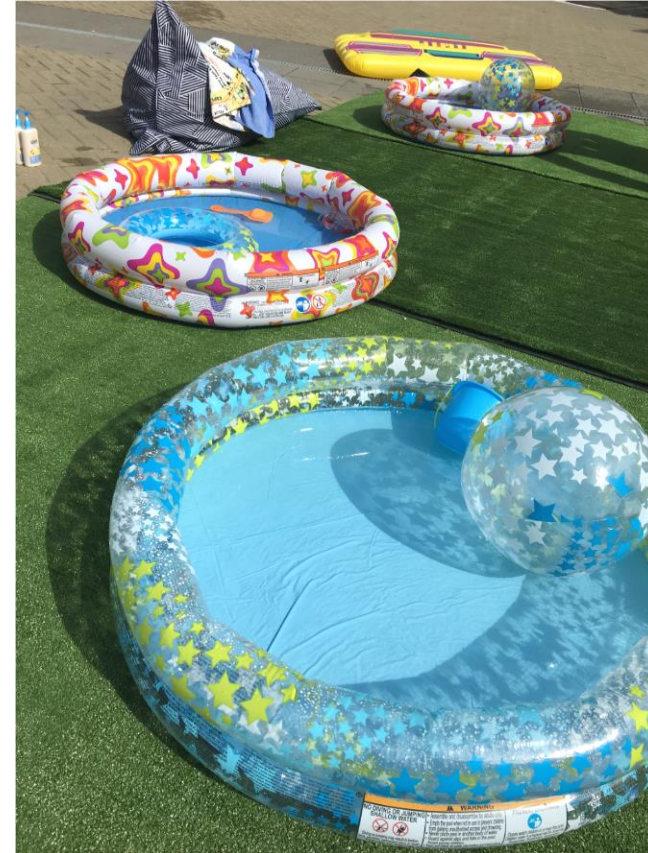
*I became more involved with my
fellow student and with the
community.*

*I learned useful leadership skills
and learned how to value people for
being themselves.*



Improved communication all round...

Key University
Committees,
Personnel
&
MUSA



MUSA is seeding students on committees predominantly from its volunteer pool.

This is the ongoing adventure of the Massey Manawatu Students' Association:

Linsey Higgins,
MUSA Pres 14/15



Nikita Skipper,
MUSA Pres 16/17



Ben Schmidt,
MUSA Pres 17-



Increased desire by students to become involved and decision makers