

The Alma Mater Society (AMS) of Queen's University has been **serving and representing** the diverse undergraduate student body since 1858. We provide a wide range of **resources, student-run services, health and dental insurance, advocacy, and support** for student clubs and activities, creating meaningful experiential learning opportunities. Through its services and governance, your AMS is dedicated to representing students' rights, enriching their university experience, and fostering a **strong and inclusive** community.

Our Vision

To serve and represent the diversity of students at Queen's University.

Our Values

- Inclusion
- Transparency of operations and communications
- Accountability
- Innovation
- Integrity and Respect

Our Mandates

- To advocate for the student success of AMS members to Queen's University and externally.
- To develop transferable skills and learning through experiential, out-of-classroom opportunities.
- To provide relevant services and programs of benefit to our members and the Queen's community.
- To offer a framework for affiliated member societies to engage in dialogue on behalf of AMS members.
- To facilitate the operations of member societies through organizational support.

OUR STRATEGIC GOALS

Our 2025-2028 strategic plan serves as a high-level corporate strategic plan that provides a **unified vision and set of goals** for the entire organization.

For Students. By Students.

Refocus and Strengthen Supports for AMS Ratified Clubs



- Automation and Digital Transformation
- Simplify Recurring Annual Processes
- Reduce the Administrative Burden on Clubs
- Enhance the Clarity and Openness of Information
- Provide Regular Opportunities for Clubs to Provide Feedback on their Experience

Redefine Transition and Training for Student Leaders



- Separate Transition and Training
- Focus on Immediate Needs and Streamline Training Resources
- Evaluate Progress

Strengthen AMS Branding and Increase Awareness



- Make Data-Driven Brand Improvements
- Create and Maintain an Annual Calendar
- Unify AMS Messaging and Communication
- Redesign AMS Newsletter
- Incorporate the Commissions' Digital Presence
- Redesign and Enhance the AMS Website
- Increase AMS Presence at Events
- Form AMS Branding Committee to Drive Accountability and Measurement

Strengthen our Governing Bodies



- Enhancing Accountability and Transparency
- Strategic Focus with Long-Term Sustainability
- Training and Onboarding
- Address Transition Challenges
- Improve Recruitment and Engagement
- Improving Election Processes and Governance Structure

