

Strategic Plan 20

University of Alberta Students' U

DRAFT

What is a strategic plan?

A strategic plan is a disciplined, coordinated, systematic and sustained effort that enables an organization to fulfill its vision and achieve its vision.

Strategic planning is a process.

This document, the formal Strategic Plan, lays out the organization's vision, mission, values, and priorities at an organizational level that is general and broad, and defines the overall direction of the organization over the long term. It is the first step in the strategic planning process.

The formal Plan is supported by a number of more-detailed plans.

Structure of the Strategic Plan

Mission

the mandate of the Students' Union, what our ultimate

Values

principles that guide how we operate and articulate v
important to us.

ision

answers the question, what does success look like?

ritical Success Factors

Mission

The Students' Union exists to serve and represent University of Alberta undergraduate students in order to support their pursuit of knowledge and enhance their university experience.

Values

Who we are is expressed, in large part, by the values we live by. As an organization, our shared values drive our actions and shape our culture.

Values

Stewardship

We value practicing responsible governance by focusing on being accountable, transparent, and stable democratic institutions within a collaborative culture of honesty and integrity.

Innovation

We value approaching challenges with openness, creativity, and initiative, while embracing change and encouraging innovation.

Compassion

Values

Sustainability

We value ensuring the ability to serve generations by being socially, environmentally, and economically

Citizenship

We value fostering an environment that encourages thinking, leadership, personal growth, and active participation in the community.

Vision

Our Students' Union reflects the passion, and
unbounded potential of our members. We
exceed student expectations by championing
interests and needs, playing a central role in
engage and connect with their university.

Critical Success Factors

Critical Success Factors are strategic themes that the organization must pay attention to in order to fulfill its Mission

Good Governance

Student-directed, with the ultimate authority in the Union resting with elected students;

Responsive to students, accurately reflecting the wishes of members;

Transparent and open, ensuring accountability and ongoing dialog with students and stakeholders;

Well-understood, with clear lines of responsibility and understanding of our mandate;

Responsible and ethical, conducting our business in a

Engagement

Developing student leaders and fostering an environment of empowerment;

Maintaining a strong image and clear identity, the SU within the larger University community;

Actively promoting strong campus spirit, encouraging identification with the University community;

Providing opportunities for students to make a positive impact on their immediate community;

Planning and Assessment

Understanding the needs of our members, and our stakeholders, to ensure that our programs and activities are meeting their needs;

Effective planning and evaluation mechanisms, to know what we want to do and how we will measure our progress;

Encouraging ongoing innovation and improvement of the resources, systems, and organizational culture that empowers staff and volunteers to develop effective solutions; and,

Resources

Sufficient financial resources to support short-term and long term viability;

Motivated, qualified, and well-supported personnel including employees and volunteers, coupled with effective recruitment, retention, and staff development programs;

High-quality physical and space assets sufficient to support the organization to both deliver its existing program and pursue new opportunities;

Efficient information systems and operating procedures.

Continuity and Transition

Strong records management, to ensure the accessibility and usability of current and past records;

Developing student staff effectively, to allow elected student staff to quickly learn their roles and how they fit in, and to contribute, to the overall operations of the organization;

Strong internal communications, to allow ideas and information to move easily throughout the organization.

Fostering a common identity and unifying organizational efforts.

Credibility

Establishing a relationship of trust with our stakeholders
on our open and honest communications with the

Being consistent and fair in our relationships with
communities; and

Demonstrating competence and consistency in both
the actions we take and way we communicate.

Strategic Goals

The strategic goals outline the key priorities of the Students' Union, stated broadly.

They drive the development of specific programmes and objectives within individual departments of the Students' Union, as outlined in Executive goal statements, Operating Plans and budgets.

Strategic Goals

7 Effective representation and advocacy of students
ensuring clear accountability of student representatives

Establish an environment that promotes student involvement, and maximizes students' sense of ownership of the Students' Union and their university experience

Develop an expansive communication infrastructure to support effective communication both internally and externally.

Strategic Goals

Support the educational and university experience of students by providing relevant programs and services.

Provide sufficient and sustainable financial, human, and technical resources to achieve the mission of the Students' Union.

■ Create and maintain systems and a culture that support continuous review, evaluation and ongoing improvement.

The Role of the Strategic

The formal Strategic Plan presented here provides a high-level, big-picture outline of what the St. Louis Convention Center seeks to do.

The programs and activities that help us meet our goals/plan are laid out in, in order of increasing specificity, our strategic objectives, annual EOPs, and departmental operating plans. The

Maintaining Focus

Strategic Plan

Reviewed every 5-7 years.
Approved by Students' Council.



Executive and Strategic Objectives

Reviewed annually.
Set by Executive, provided to Council for review.



Departmental Operating Plans

Reviewed annually.
Approved by Executive and BFC.