Strategic Plan Development
Alma Mater Society
What is a Strategic Plan?

- It is a management tool
- It supports the organization
- It builds capacity
Strategy Vs Operations

Strategic planning focuses on values, mission and a vision for continuous improvement.

Operational planning is short term and goal driven.
The AMS Context

The AMS desires to have a “strategic plan” in place before the end of the current council cycle.

- The AMS has attempted to approve a strategic plan before.
- A plan was never ratified.
- If we want to succeed we have to accept that we need to do things differently.
The AMS Context

The AMS requires a unique approach

- Largest Student Society in Canada (maybe the world)
- Advocates to the University and Levels of Government
- Manages a complex network of stakeholders
- Operates a multimillion dollar building
- Runs businesses
- Runs services
Strategic Planning Process

Objective & Scope  Draft  Review  Approve
Strategic Planning Process

Objective & Scope
- Articulate mission and values
- Assess the current situation
- Plan strategic approaches

Draft

Review

Approve
Strategic Planning Process

Objective & Scope
- Articulate mission and values
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Draft

Review

Approve

Having a unified vision and values for the society, but understanding the need to plan differently for its parts
Strategic Planning Process

Objective & Scope
- Gather data and consultations

Draft
- Identify and agree on priorities

Review
- Develop strategic objectives

Approve
Strategic Planning Process

Objective & Scope
Draft
Review
Approve

Harmonize
Keys to Success

- Understand the unique context and leveraging benchmarking carefully
- Clearly define the objectives and scope
- Have a unified vision, and flexible planning strategies
- Have an engaged, open and constructive process