

ams

— EST. 1915 —

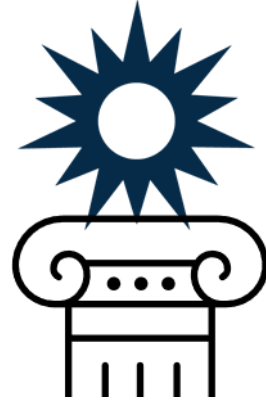
Strategic
Plan
Development

Alma Mater Society

What is a Strategic Plan?



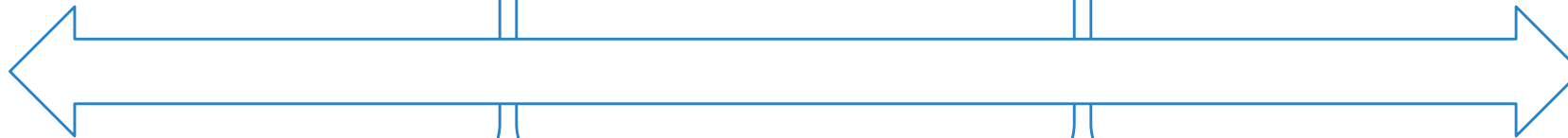
It is a
management
tool



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.

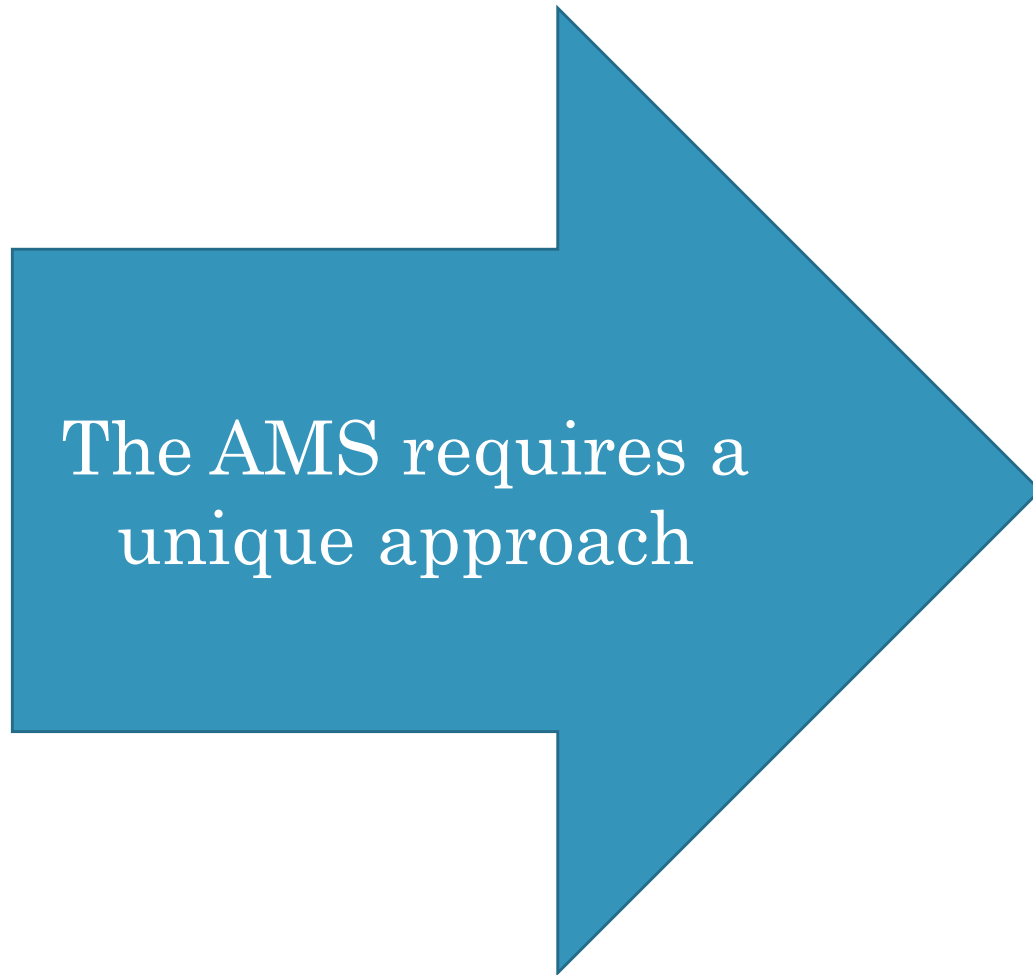


The AMS Context

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



Largest Student Society in Canada (maybe the world)

Advocates to the University and Levels of Government

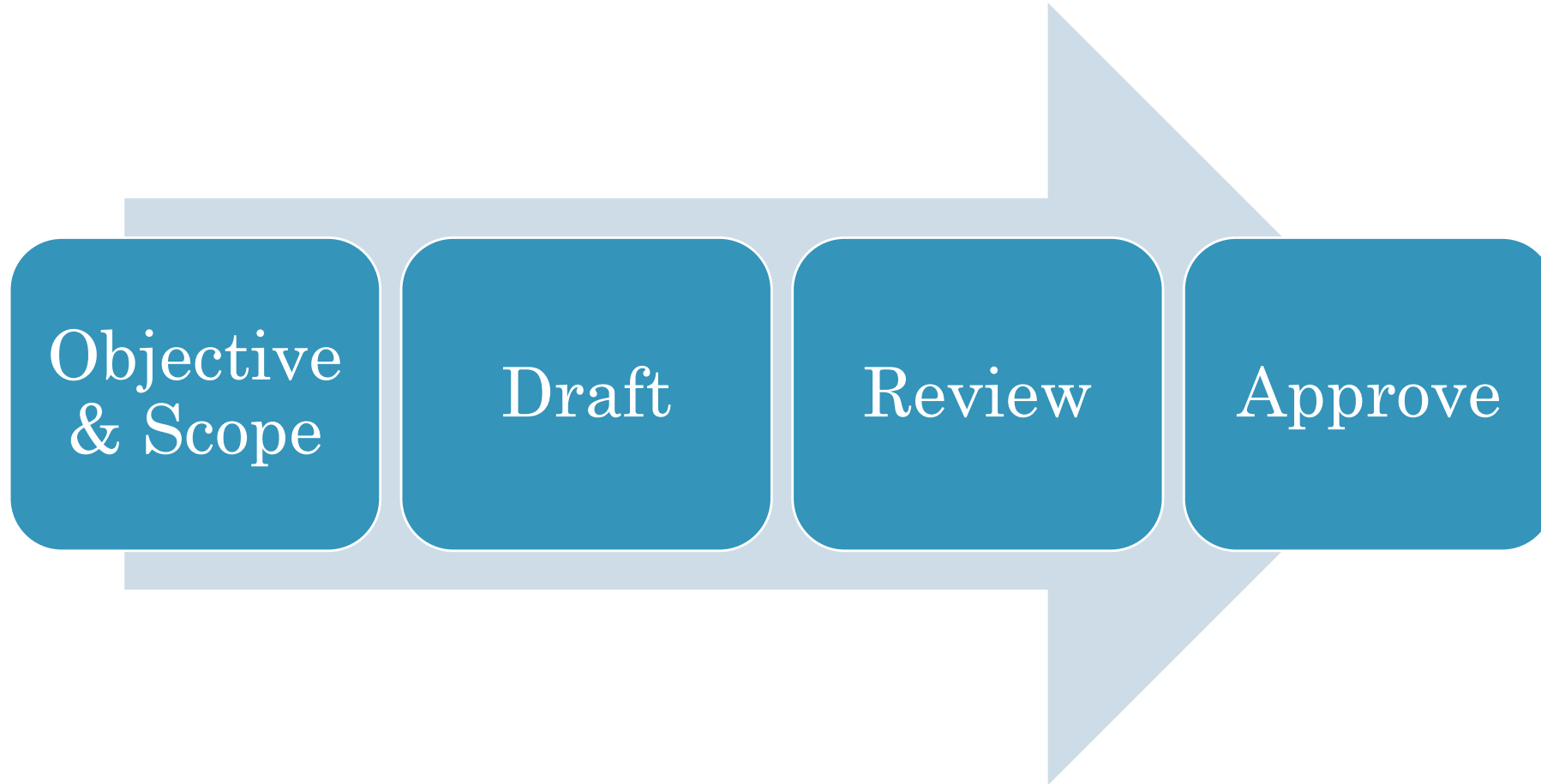
Manages a complex network of stakeholders

Operates a multimillion dollar building

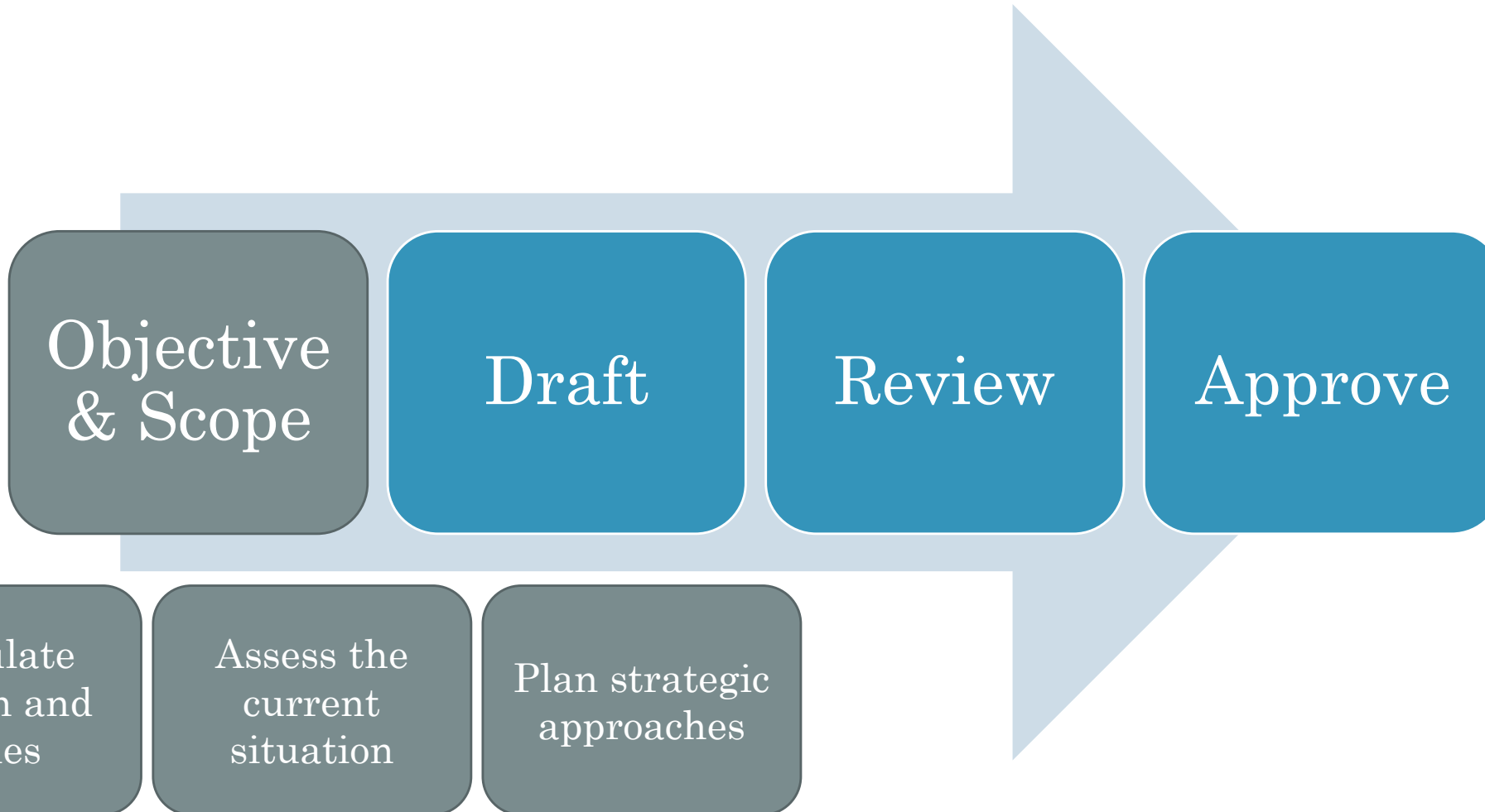
Runs businesses

Runs services

Strategic Planning Process



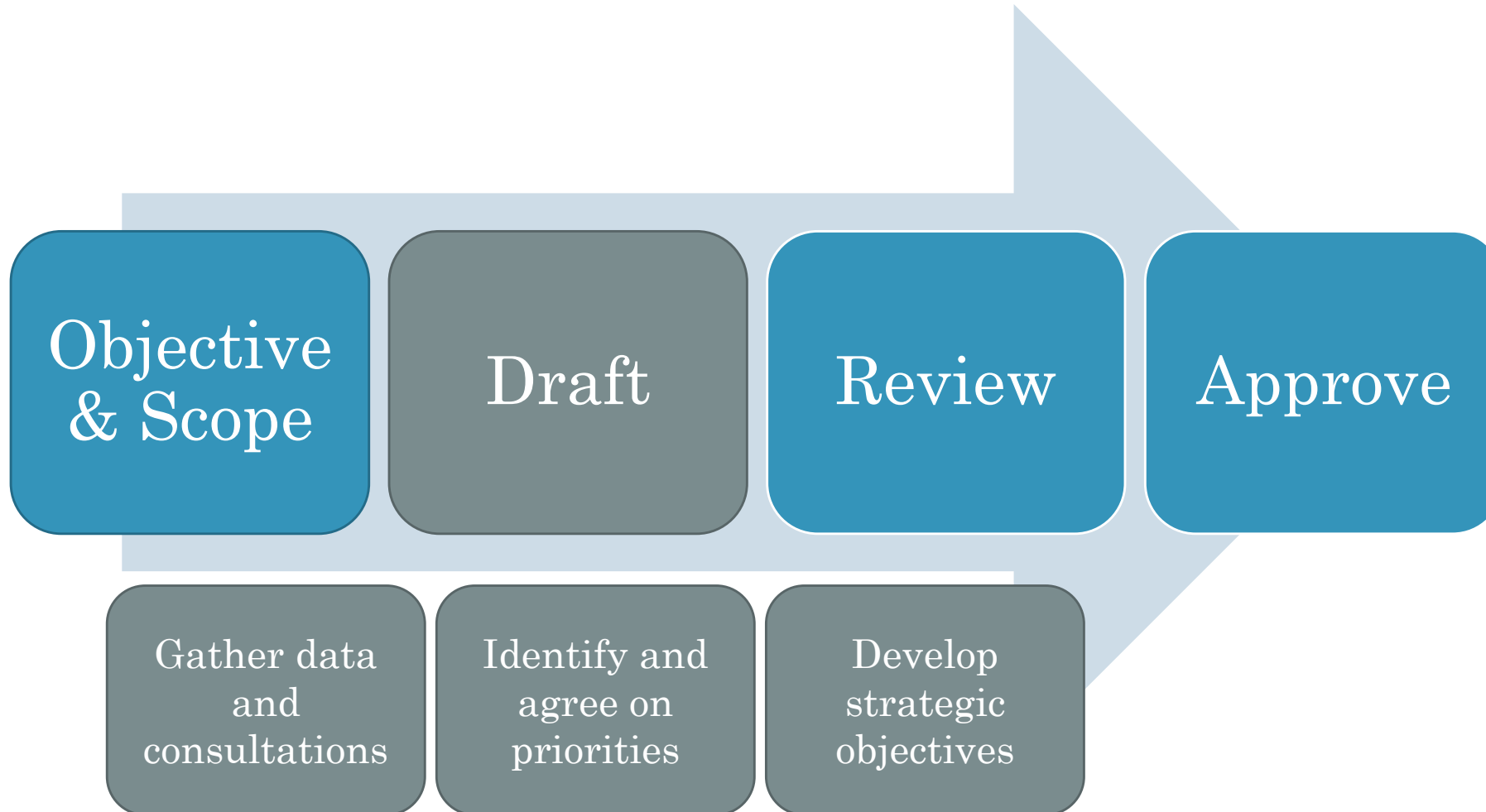
Strategic Planning Process



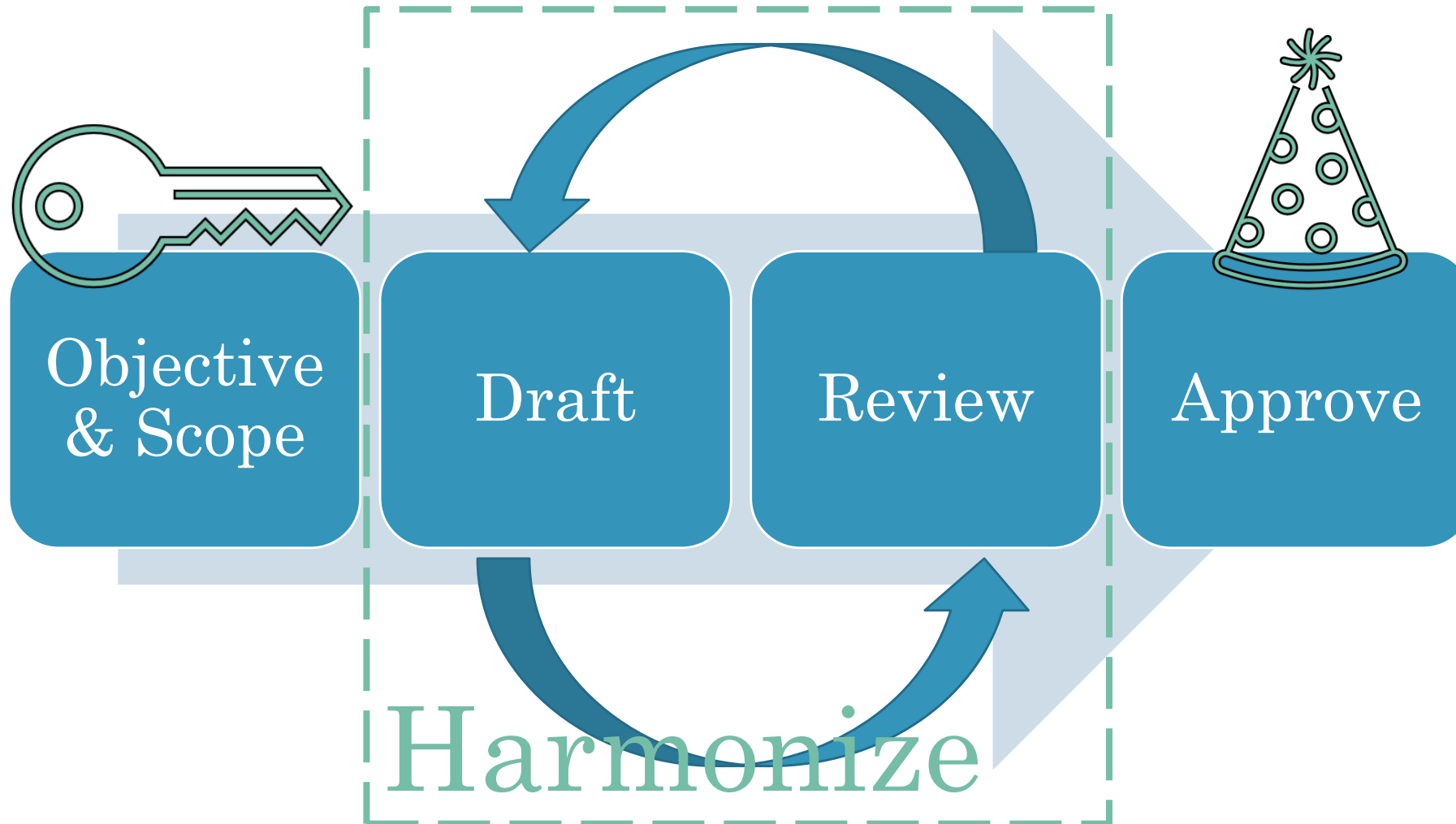
Strategic Planning Process



Strategic Planning Process



Strategic Planning Process



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