

**ams**

— EST. 1915 —

Strategic  
Plan  
Development

*Alma Mater Society*

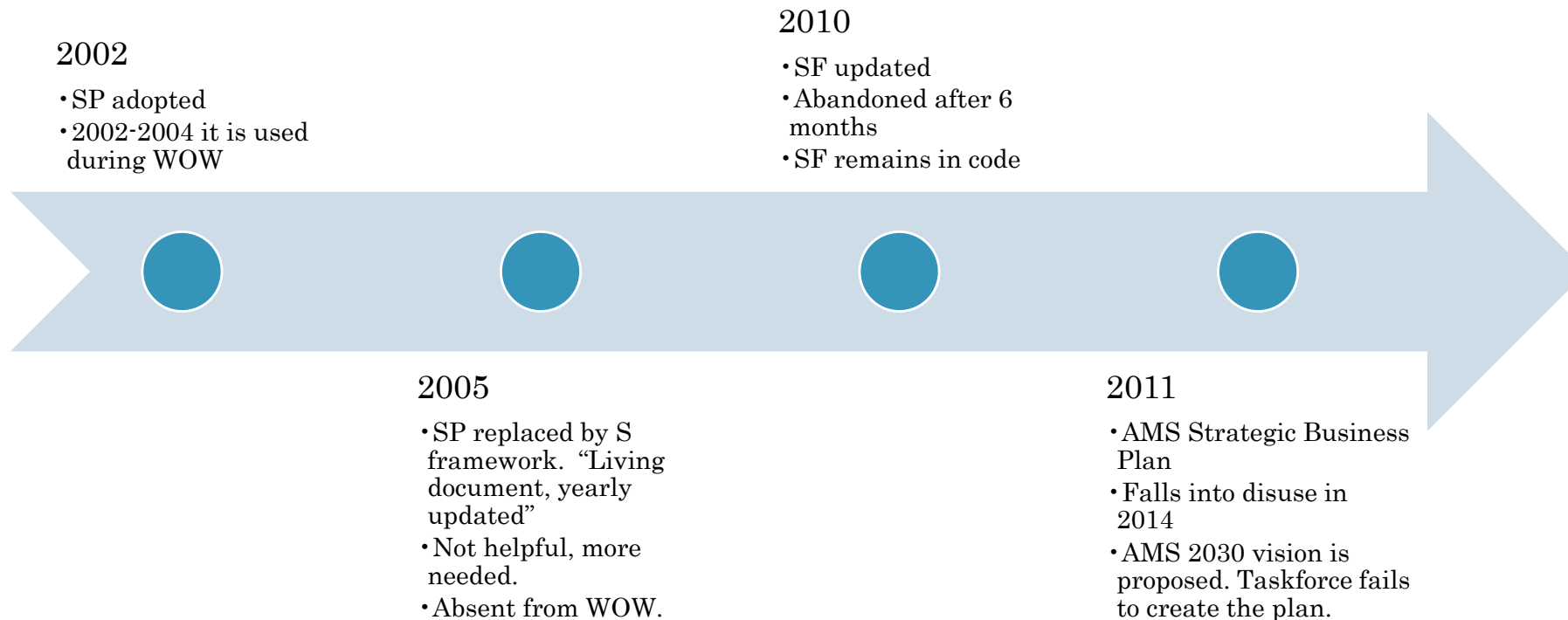
# Thank you!



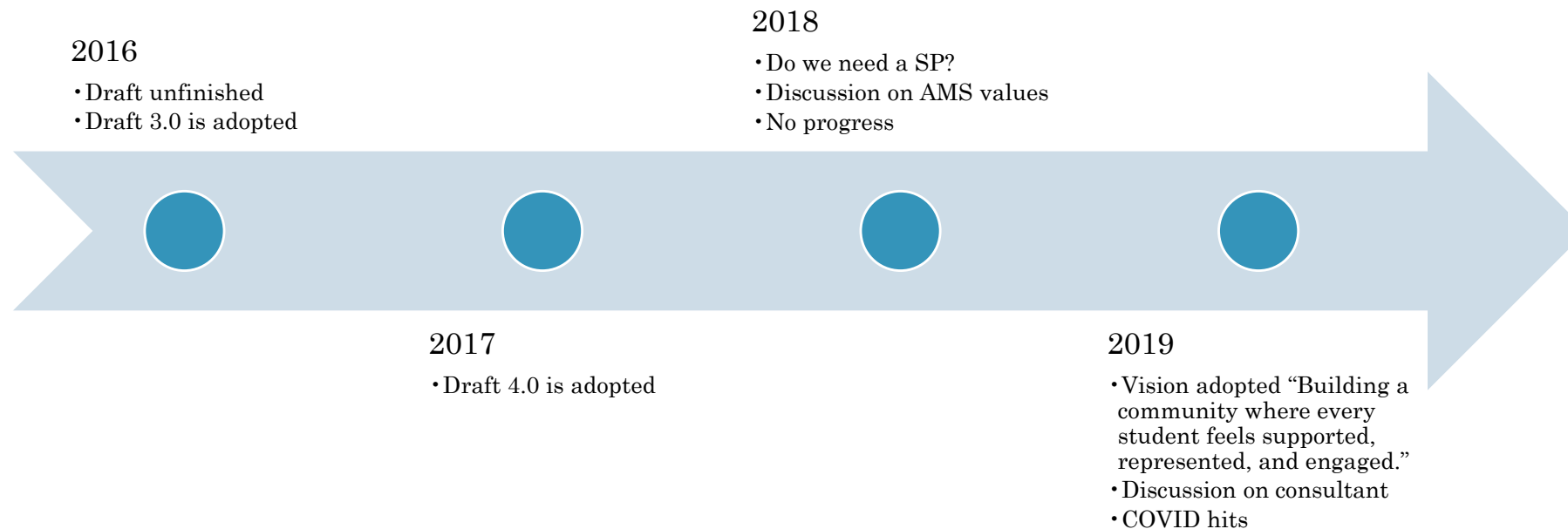
- To all the councillors that participates in the preliminary survey.
- To Sheldon for preparing a detailed history of AMS strategic planning.
- To all of you for your time today.

*The success for the plan is contingent of our engaged teamwork.*

# Timeline of AMS Strategic Planning



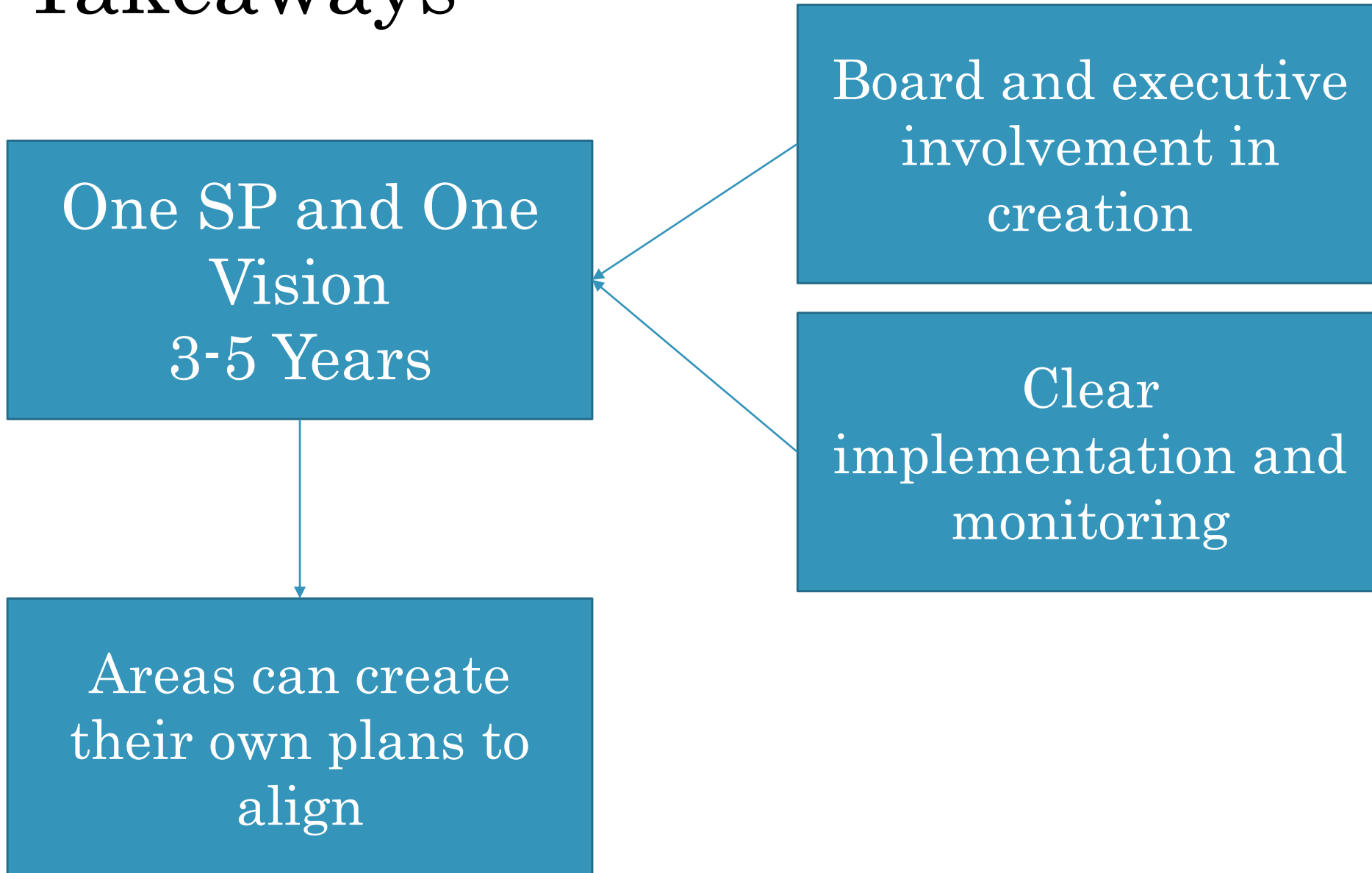
# Timeline of AMS Strategic Planning



# Lessons and Highlights

- A SP was ratified and used for 3 years. Creating and implementing a SP is not impossible.
- Presence of the SP in Winter Orientation Weekend (WOW) is critical for plan implementation success.
- Strategic framework perceived as insufficient.
- Longer term plans (15-30 years) seem not to be the best approach.
- Ratified plans seem to survive transition better than drafts (board approval makes a difference).
- Tension between more high level framework versus more operational plans could stem from different focus on areas of the organization.

# Takeaways



# Survey highlights

## Q1: What do we want students to see from the SP?

- We shouldn't care. Only the actions that follow matter
- Areas of focus should communicate clearly to student
- Opportunities in the AMS for Students
- Concrete plans with accountability

## Q2: Helpful in early days as a Councillor?

- Would not compensate for poor orientation
- What is a SP and how it improves council function

# Survey highlights

## Q3: SP for your current role as a Councillor?

- **Inform council decisions.** Are they aligned with mission and goals? Are they in line with strategy?
- Define the AMS brand and support communications
- What is the role of the AMS? How do individual decisions fit in the bigger picture.

## Q4: Additional comments

- Only useful if executives engage in proper performance review.
- Provide tangible priorities for a longer period of time.



# Takeaways & Next Steps

## Key Takeaways

- A plan is possible
- The plan can be a way for students to understand the AMS better, and simultaneously, for the AMS to present itself more accurately to students
- Accountability mechanisms are desired
- There is a tension between goal oriented and principle oriented plans
- The plan should assist decision making
- The plan can ‘explain itself’

## Next Steps

- Do we want a strategic plan? Commit to succeeding in this process
- Define what type of strategic plan we want
- Define a vision for the strategic plan