



Governing Procedure 1900 - Strategic Planning

Approved By: Students' Administrative Council

Effective Date: August 24th, 2022

Last Reviewed:

Revised:

Administered By: President & CEO

1 – PREAMBLE

The Mount Allison Students' Union (hereinafter "MASU") Strategic Plan is a document that guides the actions of the MASU over a three-year term. Ratified by the SAC, it offers high level goals based off a theoretical framework as well as tangible metrics upon which success can be measured. It is the responsibility of the Executive Officers to implement the plan, and the responsibility of the SAC to hold them accountable to its implementation. This Governing Procedure (hereinafter "GP") outlines how the MASU's strategic plan is developed, maintained, and reviewed.

2 – STRATEGIC PLAN

2.1 Principles of a Strategic Plan: A strategic plan shall be a guiding document for the MASU and shall be upheld by the SAC. Furthermore;

2.1.1 The Strategic Plan must be passed by Council by no less than a two-thirds (2/3) majority vote prior to the Annual General Meeting;

2.1.2 Once passed by Council, a Strategic Plan shall have a duration of 3 years beginning in the following fiscal year after it is passed, and;

2.1.3 The Executive Committee shall act as the stewards of the Strategic Plan on behalf of Council and the Membership.

2.2 Strategic Plan Components: The Strategic Plan shall consist of:

2.2.1 The Mission Statement of the MASU;

2.2.2 The Vision of the MASU;

2.2.3 A statement of the MASU's Organizational Values;

2.2.4 Strategic Goals that the MASU shall pursue in moving forward with the organizations Mission, Vision and Values, and;

2.2.5 Metrics by which the implementation of Strategic Goals can be measured.

2.3 Presentation of the Strategic Plan: Upon approval by the SAC, the President & CEO shall present the new Strategic Plan at the Annual General Meeting for the fiscal year in which it is approved.

2.4 Strategic Planning Committee: Every three years, the President & CEO shall convene an ad-hoc Strategic Planning Committee to carry out the development of a new Strategic Plan. If the President & CEO is unable to undertake this responsibility, it shall be delegated to the Vice President, Finance and Governance.

3 – ANNUAL ACTION PLAN

3.1 Principles of an Annual Action Plan: The plan shall outline the Executive Committees' objectives, which are clearly tied to the organizations Mission, Vision, Values, and the current Strategic Plan. This plan shall be completed and presented to the SAC no later than September 1st, and shall:

- 3.1.1 Outline timelines by which the Executive Board shall achieve their objectives;
- 3.1.2 Outline a projection of required resources, if applicable, and;
- 3.1.3 Establish term goals for each Executive Officer, respective to their portfolio, as well as the Executive Board as a whole.

3.2 Reporting and Accountability: The Executive Committee shall present the Annual Action Plan to Council by the end of the summer months and shall provide two updates on the plan as follows;

- 3.2.1 A mid-year update shall be presented to Council at its first meeting during the Winter semester or at an adjacent meeting, and;
- 3.2.2 An end-of-year update shall be presented at the Annual General Meeting.