

Operating Procedure XVI – Strategic Planning

Purpose

Whereas the Mount Allison Students' Union sees high turnover on an annual basis, this Operating Procedure shall serve to operationalize the methods by which the MASU will implement and maintain a long-term strategic plan for the organization. This operating procedure outlines how the MASU's strategic plan is developed, maintained, and reviewed to ensure the achievement of the MASU's strategic organizational goals.

Principles

1. The MASU continues to operate from year to year, even as the student population changes. The Strategic Plan shall seek to achieve goals that will improve the MASU and the quality of student life with a long-term focus on the organization.
2. The Strategic Plan shall outline the organization's vision, mission, and values and put tangible goals and metrics in place for how the MASU will move toward achieving its organizational mission and vision.
3. The vision, mission, and values of the organization will not change from year to year or from plan to plan unless it is the will of the Membership at the time of a strategic Plan review.
4. The Student's Administrative Council shall maintain the power to ratify or amend a Strategic Plan on behalf of the Membership by way of a two-thirds (2/3) majority vote.

Administration

The Office of the President shall be responsible for upholding this procedure.

Life of the Strategic Plan

The Strategic Plan shall have a duration no less than three years after the fiscal year in which it is passed.

Ownership

1. Upholding the Strategic Plan shall be the responsibility of the Students' Administrative Council. The Executive Committee shall act as the steward of the Strategic Plan on behalf of the Students' Administrative Council and the Membership.
2. Each year, the Executive Committee shall be responsible for creating an annual Action Plan that will identify specific performance targets, metrics, and project timelines that move the MASU toward achievement of the Strategic goals outlined in the Strategic Plan. The Action Plan shall be presented to the Students' Administrative Council and shall become the responsibility of the Executive Committee.

Components of the Strategic Plan

January, 2014

1. The Strategic Plan shall compromise:
 - a) The Mission Statement of the Mount Allison Students' Union;
 - b) The Vision of the Mount Allison Students' Union;
 - c) A statement of the Mount Allison Students' Union's organizational values;
 - d) Strategic Goals that the Mount Allison Students' Union shall pursue in moving toward the organization's Mission and Vision;
 - e) Metrics to be used in reporting on pursuit of Strategic Goals.

Components of the Annual Action Plan

1. An annual Action Plan shall compromise of:
 - a) A mission statement outlining the annual Action Plan's mission in relation to the Strategic Plan;
 - b) Executive objectives which clearly iterate their connection to the organization's Mission and Vision statements and the Strategic Goals outlined in the Strategic Plan;
 - c) Timelines to achieve the executive objectives;
 - d) A projection of required resources to achieve the Action Plan.

Timelines

1. The Executive Committee shall present its annual Action Plan to the Students' Administrative Council no later than June 30th of its term in office.
2. The Executive Committee shall present term reviews of its annual Action Plan to the Students' Administrative Council no later than September 30th and January 31st of its term in office.
3. The Executive Committee shall present a final review of the annual Action Plan prior to the final meeting of the Students' Administrative Council to the fiscal year.
4. An annual Action Plan may be reviewed by the Review Committee at any time by a submission to the Committee or Order of the Committee per Bylaw XX.
5. In the final year of Strategic Plan, the Students' Administrative Council shall task the Executive Committee with drafting a new Strategic Plan to be approved by Council.

January, 2014