

Strategic Plan

2018 - 2023

Saitsa*

SAIT Students'
Association





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Mission & Vision

Mission

To improve the student experience at every opportunity through school spirit, student support and advocacy.

Vision

A community where students are inspired to learn, lead, and be exceptional.

Our Values

✳ Authenticity

Saitsa is an authentic organization that stays true to who we are, what we do, and who we serve. We do this by staying true to our mission and vision, by being consistent, being responsive and being accountable.

✳ Community

Saitsa creates a sense of community on campus by providing opportunities to meet new people and deepen relationships. We provide activities and events that are accessible, inclusive and representative of our diverse student body.

✳ Empowerment

Saitsa empowers students by creating opportunities to build networks, develop leadership skills, improve soft skills and more. The opportunities SAITSA creates not only increase the student experience, but also open doors for the future.

✳ Future-Focused

Saitsa looks beyond the current generation of students to ensure that future students will be positively impacted by the decisions we make today.

✳ Innovation

Saitsa nurtures student innovation and creativity, enabling student ideas to become reality. Saitsa also believes innovation is key for students' associations, and we will always push the boundaries to find new ways to serve students. We are constantly monitoring trends, evaluating and adjusting products and services with SAIT students' best interests in mind.

Our Mandate

Our Mandate

The SAIT Students' Association exists to enhance the student experience. We are a student-led and student-focused organization that continues to push the boundaries of what an ideal student experience looks like.

We accomplish this by:

- 1 Providing services that support students in their academic and personal lives.
- 2 Advocating on behalf of students both externally to all levels of government, and internally to SAIT as an institution.
- 3 Establishing ourselves as a central part of student-life and the campus community.



Pillars & Goals

Advocacy

Advocacy means establishing student concerns as a top priority for current and future decision makers. It means fighting for student rights by extensively consulting our membership, jumping at opportunities to provide student input, and supporting policies that benefit students. We do this municipally, provincially, federally, and within the walls of SAIT to represent students effectively.

1

We promise to increase student involvement in advocacy initiatives. Saitsa believes our advocacy initiatives should be student-focused and driven by our membership. Student consultation is an essential tool in determining priorities for our internal and external advocacy efforts. We can ensure collaboration by providing opportunities for our membership to participate in our lobby and advocacy initiatives. We aim to increase active involvement by creating more student opportunities in external lobbying and institutional advocacy. While remaining non-partisan, we will work to support grassroots movements that our membership deems important and aim to provide support for student-led initiatives.

Strategic Impact Measures will be:

- a. To increase the number (#) of public engagements with students to discuss their concerns.
 - Baseline: No baseline
 - Target: 2 events (examples: AGM, Townhall)
- b. To foster internal advocacy efforts by increasing the number (#) of formal proposals submitted to the institution to address students concerns.
 - Baseline: No baseline
 - Target: 2 (1 per school year. Example: fall reading week)
- c. To conduct research to determine the top external issues affecting SAIT students.
 - Baseline: No baseline
 - Target: Research conducted and a summary report of results developed before March 2021.

2**We intend to establish Saitsa as a leading student organization within Canada.**

Saitsa believes that a leading students' association is one that is well respected and accountable to its members. We want to ensure that our goals and values are at the forefront of the organizations that we are involved with. We will achieve this by seeking leadership roles within current and projected partnerships. Currently, we have a strong relationship with SAIT and aim to further strengthen this partnership and ensure the SAIT community has a strong understanding of Saitsa and its initiatives. We will make it a priority to become more active and involved in the local community and build new strategic partnerships at every opportunity.

Strategic Impact Measures will be:

- a. To increase sustainability within all Saitsa food business operations
 - Baseline: No baseline available
 - Target: A sustainability audit is conducted for all Saitsa food business operations and baseline numbers (# or %) has been determined.
- b. To align governance policies and procedures with Imagine Canada's accreditation requirements.
 - Baseline: No baseline available
 - Target: Conduct an audit of SA/SU governance structures for governance policies and procedures completion.

3**We will collaborate with groups that share similar values and build relationships that are mutually beneficial.**

Saitsa will actively pursue collaboration when possible. Organizations that are relevant and beneficial to our membership will be priority. This includes expanding our voice at the municipal level by building a closer relationship with other students' associations, as well as The City of Calgary. This will allow us to more effectively represent our membership's needs municipally.

Strategic Impact Measures will be:

- a. To determine the number (#) of local partnerships currently within Saitsa.
 - Baseline: No baseline available
 - Target: Compile a list of Saitsa's local partnerships and perform a gap analysis.
- b. To assess the current number (#) of student volunteer opportunities for internal and external initiatives.
 - Baseline: No baseline available
 - Target: Compile data on current internal and external volunteer opportunities. Perform a gap analysis.

Spirit

Spirit is the intangible element of a campus community that drives rowdy home games, all-nighters spent on passionate projects, and unforgettable experiences. It's what connects you to something bigger than yourself. Saitsa wants to build on its long history of student celebrations and achievements by uniting and inspiring our members to become engaged to create lasting memories during their time at SAIT.

1

We commit to fostering a campus-wide culture that students are proud to be a part of.

Saitsa aims to expand and support a consistent campus spirit. We will achieve this through active collaboration with other stakeholders in the SAIT community. This includes the development of legacy events that students are eager to participate in. We will work to establish Saitsa early in the student experience by ensuring we have a strong presence during new student orientations and the first 8 weeks of classes. We will encourage club executives to work together to host multi-club events. To support this, we will work to provide more integrated event support to student clubs, simplify the process of hosting club events within our establishments and ensuring student-run events have high priority.

Strategic Impact Measures will be:

- a. To increase the number (#) of partnered Saitsa events that foster campus-wide spirit throughout school year.
 - Baseline: 2 events (1 Monster event and ATB Amazing Race)
 - Target: 4 partnered events per year.
- b. To increase the number (#) of options for off-campus club events (examples: preferred vendors, locations and/or discounts)
 - Baseline: no baseline
 - Target: 2 vendors across a minimum of 2 channels (production, catering, location).

2

We will identify and utilize effective methods of connecting with our membership.

Saitsa seeks to distinguish ourselves as a separate entity from SAIT and we can achieve this through effective connections with our membership; connections that come from building relationships. This includes increasing opportunities for students to provide us with feedback and we strive to offer more avenues for two-way communication and one-on-one conversations with our members. We will ensure that we are communicating with our members clearly and consistently by re-evaluating our current communication methods to determine which are most effective in relaying information to our membership. We will work to build a reputable brand, improve online presence and ensure more effective and innovative use of our social media channels. We need to conduct continual member research, determine the best methods of communication, and implement new, effective methods of engaging with our membership.

Strategic Impact Measures will be:

- a. To increase Saitsa's profile and messaging amongst members, key stakeholders and the community.
 1. Facebook Followers
 - Baseline: February 2020 – 4,612
 - Target: June 2021 - 5,112
 2. Instagram Followers
 - Baseline: February 2020 – 2,417
 - Target: June 2021 - 3,152
 3. Twitter Followers
 - Baseline: February 2020 – 4,616
 - Target: June 2021 - 4,800
 4. Saitsa Website Users
 - Baseline: February 2020 – 44,000 Users
 - Target: June 2021 – 65,000 Users
 5. Average Open Rate for the weekly student bulletin
 - Baseline: February 2020 – 23%
 - Target: June 2021 - 25%
 6. Unique Saitsa App registrations in the fiscal year
 - Baseline: February 2020 - 2762 registrations
 - Target: June 2021 - 3300 registrations
- b. Increase the number (#) of classroom presentations per year by Executive Council/BOD members.
 - Baseline: 20 classroom visits per semester
 - Target: 30 visits per semester (Example: classroom talks, awards chats, Hot Dog Drops, etc.)

3

We promise to ensure students have access to the space they need to comfortably navigate post-secondary life. Saitsa believes SAIT should be a home away from home. We want students to have a reason to stay on campus outside of their class hours. We believe in the development of more student-friendly, social spaces to keep students on campus. As well as plentiful, comfortable study spaces that welcome students studying late. To support this, we will work to provide and advocate for new spaces and more late-night food options.

Strategic Impact Measures will be:

- a. To conduct research on key student space issues and needs on campus.
 - Baseline: No Baseline Available
 - Target: Conduct an environmental scan on current student spaces, issues and needs. Perform a gap analysis.

Support

Support means caring for others. It means helping students to manage the weight of their studies while also providing opportunities for learning outside of the classroom. By providing leadership, volunteering and employment opportunities we can foster an environment that nurtures students' skills and promotes growth.

1

We will increase the accessibility and variety of Saitsa's student assistance programs. Saitsa works to guarantee that no student feels un-supported on campus and we promise to assist students to ensure they can cross the stage and receive their credentials. Currently Saitsa offers many support services and we will continue our current programming while looking for ways to improve and expand the services we offer to support our membership.

Strategic Impact Measures will be:

- a. To determine student support opportunities by collecting data on current support services offered to SAIT students.
 - Baseline: no baseline
 - Target: Collect data for current support services offered by SAIT and SAITSA and perform gap analysis.

2

We will identify and work to meet the needs of underrepresented groups within the SAIT community. Saitsa members are all equal and it is important that we address the issues and challenges that have been identified by unique groups within our membership. Saitsa will work to increase the quality of services available to these demographics of the student body and create programming that continues throughout the entire calendar year. We understand that student needs are constantly changing, and we will be regularly looking to identify gaps that we can fill and new groups of our membership who require more representation.

Strategic Impact Measures will be:

- a. To conduct research to determine the top three (3) issues affecting underrepresented groups (International students, apprenticeship students, students located at satellite campus and students with a family to support) on campus.
 - Baseline: No Baseline Available
 - Target: Research conducted, and results determined by June 2021

3

We commit to providing leadership opportunities and encouraging students' personal and professional development. Saitsa believes that learning is not restricted to the classroom. We strive to provide opportunities for students to develop soft-skills, core competencies and leadership qualities. We seek to increase the number of students who participate with Saitsa and actively pursue new opportunities that allow for student involvement and employment. We will work towards better supporting our clubs so they can create engaging and impactful events for their peers. We strive to connect with Saitsa alumni and create a network of connections that can provide valuable collaborations and opportunities in the future.

Strategic Impact Measures will be:

- a. To develop a Saitsa alumni contact list (Executive Council members, Board of Directors members, staff)
 - Baseline: No baseline available
 - Target: Contact list completed, and emails sent by June 2021.
- b. To increase the number (#) of SAIT students running for Saitsa leadership positions per year.
 - Baseline:
 - Average from the past 3 elections:
 - President- 3
 - VP Academic- 2.3
 - VP External – 1.7
 - VP Student Life- 3
 - Board of Directors- 15
 - Target:
 - President- 3
 - VP Academic- 3
 - VP External – 2
 - VP Student Life- 3
 - Board of Directors- 16

Critical Success Factors

Key resources for the success of this plan include;

✳ **Financial**

The finances of the association need to be sustainable into the future and have the flexibility to be innovative and meet the needs of the association.

✳ **Relationship with SAIT**

Our relationship with SAIT is our key partnership. We will work collaboratively with SAIT whilst maintaining our autonomy in order to best represent our members' interests.

✳ **Communication**

Communication is critical to the association and our stakeholders. Therefore, we must communicate clearly and consistently; we must also recognize the need to listen. Hearing the voice of our stakeholders is equally important as communicating our messages.

✳ **People**

Our staff are the key to delivering our strategic goals in line with our values. We will create an environment where all staff can learn, develop, and contribute to our vision. We will ensure staff feel motivated, valued, rewarded and included.

✳ **Governance**

The associations' governance structure must support our democratic principles and our processes must be transparent and understandable, allowing our students to genuinely lead the direction of the association.

✳ **Facilities**

Our spaces are fundamental to the many services we deliver. We will ensure our spaces are vibrant and exciting, enabling students to develop, get involved and build communities.

What's Next?

The 2018-2023 strategic plan will round out the end of Saitsa's first century and will pave the way for our next 100 years. For this plan to be successful we must support it through organizational culture and the proper processes.

The purpose of this plan is to provide strategic direction to the entire organization from our elected student leaders. This plan will guide all goal setting and operational planning that occurs over the next five years to ensure Saitsa is operating with a student-first mindset.





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