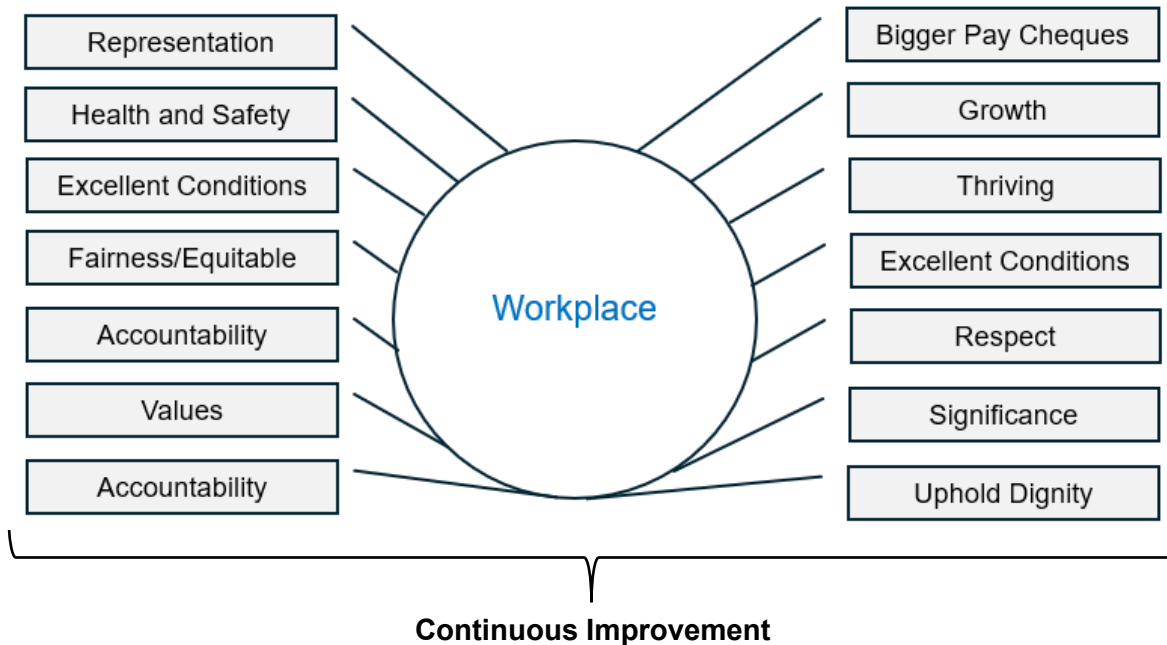


## Strategic Planning Session

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### 1. What is our mission?

Advocate for collective workplace interests and wellbeing for non-academic staff.



Consider the following external factors that may influence our ability to support and continue with our mission:

- Technology (Hybrid Work, AI).
- Work life Balance.
- Accessibility
- Social/Economic Factors:
  - Inflation
  - Politics, Government changes
  - Global unrest
- University growth plans
- Budget cuts
- Mental and physical illness
- Marketing pharmaceuticals



## **2. Who is our “customer”?**

Members and Grant MacEwan University (Employer).

## **3. What does our “customer” value?**

- Feel respected/heard/inclusivity/valued.
- Part of decision making/empowered.
- Job security force slash stability.
- Fair recruiting practices.
- Need solutions.
- Safe working conditions.
- Fairly compensated/ need a raise.
- Basic needs satisfied.
- Advocacy.
- Social needs.
- Growth/ opportunity.
- Education (employer as well).
- Direction/ guidance/ protection/ coaching.
- Transparency.
- Grace/empathy.
- Positive relationships (employer as well).
- Understanding (employer as well).

## **4. What are our results and the solutions that drive these results?**

- A. O.D
  - Educational
  - Town halls
  - Social
  - Workshops
- B. Collective agreement (negotiation/defence)
- C. Health and Wellness plan
- D. Member access
- E. Scholarships
- F. Policy governance
- G. Evening events (Effectiveness?)
- H. Democratic representation (Effectiveness?)



## 5. What is our plan?

### Strategic Objectives:

- By June 30, 2025, complete and implement the MSA office procedural manual to ensure staff are trained and skilled in administering the CBA effectively, incorporating strategies for anticipating organizational growth and ensuring business continuity.
- By the Spring AGM in 2025, actively and intentionally campaign to achieve a 5% increase in signed casual membership, utilizing targeted outreach strategies to engage and sign up casual members, thereby strengthening the organization's representation and inclusivity.
- By June 20, 2025, develop a detailed succession plan for critical roles within the organization to ensure operational continuity, involving collaborative efforts from HR and department heads to identify and prepare potential successors effectively.
- By June 2025, successfully transition the MacEwan Staff Association from a Non-Profit under the Societies Act to an unincorporated entity, leveraging legal expertise and stakeholder engagement to enhance our democratic self-governance capabilities.
- In the preparation of the annual operating budget ensure priority is given to strengthening the Labour Disruption Fund by allocating up to 10% of revenue to reserves.
- In cooperation with the MSA negotiating committee, negotiate a new collective agreement with the University as early as possible following the expiry of the current contract, that includes improvements in at least three areas identified as priorities by the membership through a bargaining interest survey.