

**SASKATOON ENGINEERING SOCIETY  
STRATEGIC PLAN – 2015 to 2020  
July 8, 2015**

The Executive of the Saskatoon Engineering Society has developed a strategic plan for the period 2015 to 2020 that provides focus, direction, and strategies that will move SES from where we are now to where we want to be. The plan was developed in consideration of input from our members as well as input from our other key stakeholders (i.e. APEGS, Saskatoon Engineering Students' Society (SESS)).

**The VISION that the SES Executive has for our engineering community:**

The engineering profession will be highly valued by the public and comprised of connected and competent professionals.

**The MISSION of the SES Executive to serve our members:**

As a constituent society of APEGS, we advance the engineering profession by providing activities and services that support member networking, professional development, and public engagement.

To achieve this mission, the SES Executive will focus on the following priorities:

- Networking – Provide opportunities for members to interact and socialize.
- Professional Development – Provide continuing education and mentorship opportunities for members.
- Public Engagement – Foster understanding of contributions and recognition of the value of the engineering profession.
- Future Members – Provide future members with support and interaction with engineers and industry.
- Communication – Facilitate ongoing and two-way communication with members to ensure member awareness, participation and satisfaction.

**The VALUES that will be demonstrated by all volunteers serving our members:**

The following values, which are aligned with the values of APEGS, will guide the decisions and actions of the SES Executive and other volunteers: Integrity, Fairness, Respect, Innovation, and Competence.

**The STRATEGIC GOALS that will provide focus during the plan period:**

The SES Executive has determined that we can do better. We want more of our members to be aware of SES' existence and the activities and services provided. We want to ensure that the activities and services meet more of the needs of the membership and are of high quality to increase participation, and satisfaction. We want to ensure that the public recognizes the value of the engineering profession.

To measure our progress over the next five years, the SES Executive will focus on the following strategic goals:

- Increase Member Awareness – Increase the level of member awareness of the SES from 53% to 75% (based on member survey).
- Increase Member Participation – Double the annual number of participants in SES activities (2014/15 participation was approximately 400).
- Increase Member Satisfaction – Increase the level of member satisfaction of the SES from 62% to 70% (based on member survey).
- Improve Public Perception of the Profession – Increase the extent to which the public values the engineering profession.

**The STRATEGIES that will be implemented during the plan period:**

In order to accomplish the strategic goals, align with our mission and priorities, and achieve our vision, a number of strategies will be implemented. We will focus on enhancing communication and promotion and we will consider the mix, quality, and delivery of our services. We will improve our processes as they relate to financial sustainability, volunteer recruitment and retention, and governance to ensure our organization is stable and strong.

To move the SES from where we are now to where we want to be, the following strategies will be implemented by the SES Executive over the next five years:

**Communication and Promotion**

1. Develop a communications plan that focuses on communicating with members and future members to ensure awareness of the SES as well as awareness of activities and services.
2. Develop a promotions plan to improve the extent to which the public understands and recognizes the value of the engineering profession.

**Service Quality and Delivery**

3. On an annual basis, review activities and services in consideration of SES priorities; determine what should be continued, changed, added, and eliminated; and develop a multi-year activities and services plan.
4. Develop a plan to build relationships and partner with other organizations and societies to strengthen services.

**Financial Sustainability**

5. Improve and document financial and accounting practices and policies.
6. Develop a process of multi-year financial planning/forecasting.

**Volunteer Recruitment and Retention**

7. Develop a recruitment and retention strategy that draws from an expanded base of volunteers, targets particular skills required, and enables and promotes an exceptional learning experience.

**Governance**

8. Leverage the relationship and resources available from APEGS.
9. Review the Executive size, structure (e.g. committees), skills, accountabilities, and responsibilities in consideration of strategic goals, priorities, and strategies.
10. Establish a central repository for all pertinent SES Executive information, including governance, financial, and procedural documentation as well as historical data for activities and events.
11. Establish a means of evaluating overall performance and progress on the strategic plan.