



JOHN MOLSON HUMAN RESOURCES AND MANAGEMENT ASSOCIATION

**2016-2017
STRATEGIC PLAN**

**PRESENTED TO
STRATEGIC PLAN COMMITTEE**

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MISSION

JHMA is committed to representing HR and Management students at JMSB while also enhancing their education through events and real life experiences.

VISION

JHMA envisions increasing its presence within the JMSB community by exposing our students to events and opportunities, which will allow them to realize their full potential as future professionals.

VALUES

RESPECT

INCLUSIVITY

GROWTH

COLLABORATION

PROFESSIONALISM

STRATEGIC PILLARS

I. INCREASE QUALITY CREATED

We understand what students in Management and Human Resources need, we want them to feel included in our actions as well as to find new ways to better their university experience whether it is through our events, programs or else.

II. SOLIDIFY IMAGE AND BRANDING

After taking the Management major under its wing last year, JHMA went through an intense rebranding which included but was not limited to: the creation of a new logo, name, website and strategy. We wish to solidify our image as a dual-major association and improve our branding as well as our marketing approach.

III. IMPROVE ACADEMIC OFFERINGS

As an association that represents over 600 students, Academics affairs should be at the core of our operations; hence the will to have it as one of our strategic pillars.

OBJECTIVES & METRICS

I. INCREASE QUALITY CREATED

OBJECTIVE #1 GROWTH OF PROGRAMS

Last year after the merge, the executive team created two programs: “JHMA Elite” and “Manager for a Day”. The Elite Program consists of several students who recruit teams of students to work on HR or Management related projects for organizations that the Elite team has reached out to. Manager for a Day is a one-day shadowing program where students are recruited to shadow a manager in a participating company. These programs provide students the opportunity to experience hands-on learning and practice their leadership skills. Seeing how prosperous both these programs have been this year, we want to establish and grow them even more, which can be measured with the following:

- Action: Increase the amount of projects Elite will undertake
Metric: Have 2 or more projects in the Fall and in the Winter
- Action: Increase the number of companies approached to participate in the program
- Action: Increase the amount of students Manager for a Day will send out
Metric: Send 3 students in the Fall and 3 in the Winter
- Action: Boost recruitment by advertising the programs throughout the year
Metric: Promote with at least one class presentation every semester during recruiting times for the program
- Action: Strive toward continual improvement of the programs through surveys
Metric: Achieve 50% response rate in satisfaction/feedback survey to participants of the programs

OBJECTIVE #2 COLLABORATION

Not only does JHMA represent HR and Management students, it is also part of a bigger entity: JMSB. As such, we want to collaborate with other groups at Concordia and bring students new, innovative opportunities. We believe joining forces with other groups will help diversify the events we offer and will be more attractive to students. It can be measured as follows:

- Action: Collaborate with CMS
Metric: Host at least one workshop with CMS during the year
- Action: Collaborate with other groups within Concordia
Metric: Collaborate on at least two events with two separate groups

OBJECTIVE #3 IMPROVE OUR EXISTING EVENTS

After the big changes from last year, we want to focus on improving our existing events by analyzing the strengths and weaknesses of each event. We want to ensure our events are relevant and of value to students and we will apply the feedback we are given to modify the events. This can be measured with:

- Action: Conduct satisfaction surveys at and after our events
Metric: Have a minimum response rate of 10%
- Action: Implement feedback from surveys to improve the relevance and quality of our next event
- Action: Ensure that Management and HR are being equally represented in our events
Metric: Have equal amounts of speakers in Management and HR
Metric: Promote event in equal amounts of HR and Management classes through class presentations

II. SOLIDIFY IMAGE AND BRANDING

OBJECTIVE #1 STRONGER SOCIAL MEDIA PRESENCE

We understand that we can achieve a greater reach of students through our social media platforms, so we want to provide useful resources on our social media. We wish to use our social media presence as a mean of marketing our events and reaching a greater amount of students. We'd also grow our network both within the JMSB/Concordia community and to organizations interested in partnering with us. We will measure this by the following:

- Action: Post job postings on Facebook
Metric: 5 posts a semester
- Action: Post job postings on LinkedIn
Metric: 5 posts a semester
- Action: Post Management/HR related articles on Facebook
Metric: Post once a week
- Action: Increase marketing of events
Metric: Post on Facebook 2 weeks prior to an event (and continue to post as the event approaches)
Metric: Post on Instagram 1 week prior to an event (and continue to post as the event approaches)
- Action: Promote brand through tabling
Metric: Increase in likes by 5 after each tabling session

OBJECTIVE #2 INCREASE BRAND AWARENESS

We want to strengthen our brand awareness with both within and outside of JMSB. We'd like to create a greater presence in the JMSB community in order to connect with lots of students. We also want to make outside organizations aware of who we are and what we have to offer in anticipation to create opportunities with those organizations. This can be measured as follows:

- Action: Promote events through class presentations
Metric: Have every executive member do at least one presentation for each event
- Action: Attend conferences and workshops to broaden network
Metric: Have the VP External and AVP External go to at least 2 events to seek out sponsors and other opportunities

OBJECTIVE #3 STRENGTHENING EXTERNAL RELATIONSHIP

We want to establish strong relationships with new sponsors and strengthen relationships with current ones. We will work towards longer term partner retention and approach potential sponsors early. This will be measured by the following:

- Action: Establish partner retention
Metric: Create at least one year-long partnership by getting in touch with companies at the beginning of the summer
- Action: Redesign sponsorship tab on our website
- Action: Reach out to new organizations never contacted by JHMA
- Action: Achieving a greater donation from a current sponsor from the previous year
Metric: Contact previous sponsors once before the Fall semester begins and once during the Fall or Winter semester

III. IMPROVE ACADEMIC OFFERINGS

OBJECTIVE #1 PROVIDE RESOURCES

With JMSB having lots of diverse academic resources, students may find it difficult to find the appropriate resources for their program. As an association, we want to provide straight-forward resources targeted to help students in HR and Management. It can be measured as follows:

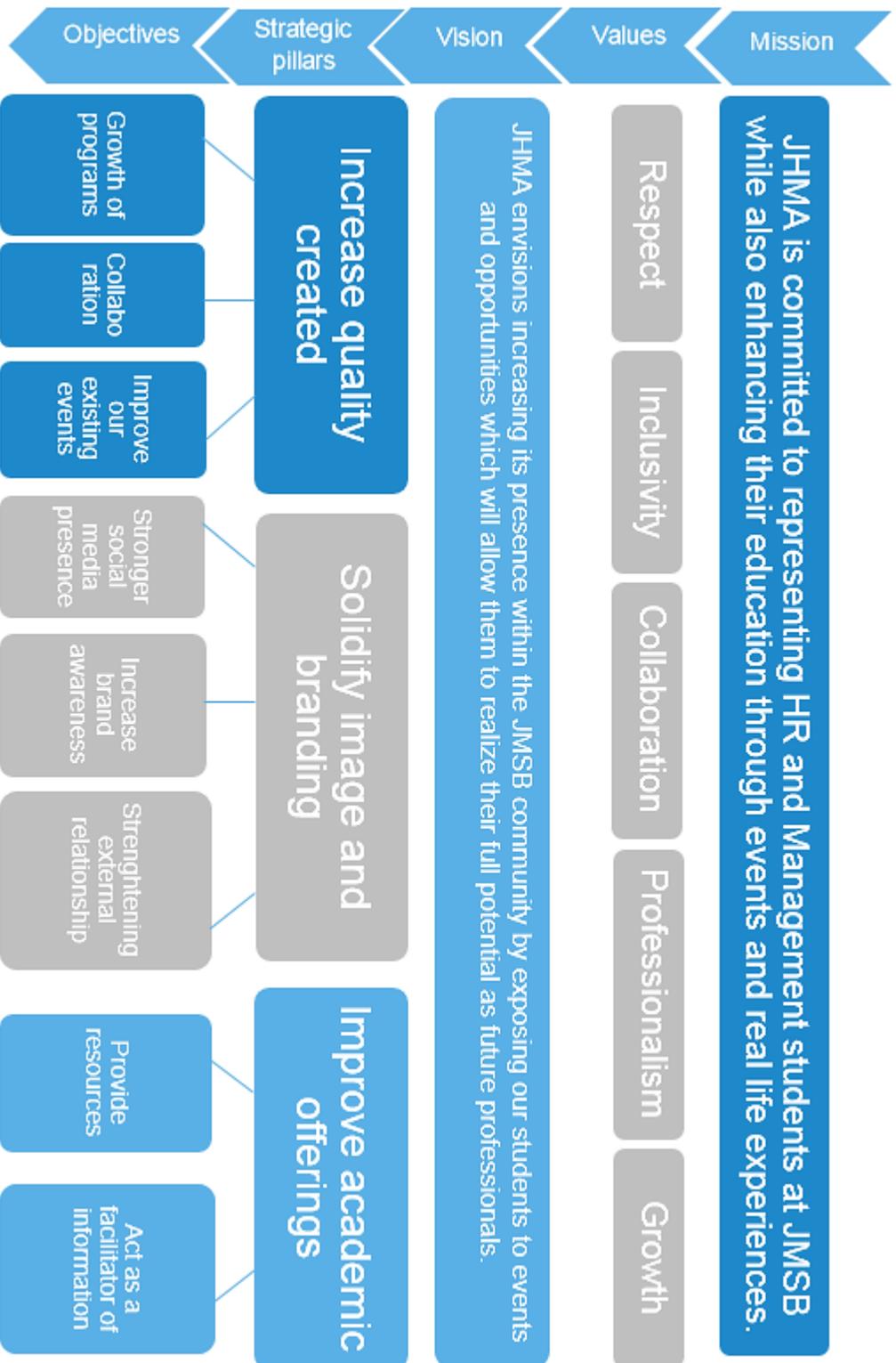
- Action: Creation of an HR and Management infographic
- Action: Creation of a CHRP FAQ
- Action: Have MANA course outlines available for students on our website
- Action: Encourage the creation of a Management Co-op
 - Metric: Hold at least 1 meeting with Linda Dyer and/or Barbara Shapiro regarding Co-op
 - Metric: Conduct one survey for management majors to complete regarding the management Co-op
- Action: Creation of internal FAQ so that all executives can promote consistent information and image

OBJECTIVE #2 ACT AS A FACILITATOR OF INFORMATION

As a continuation of our increasing dedication to the academics, we wish to make ourselves more accessible to students in answering their inquiries about their program, the school, or whatever may concern them. We believe it would be beneficial if we are approachable and interactive with students, as to create a stronger relationship between them and the association. We want to ensure that the students we represent feel as though they can rely on us and reach out to us for support. The following is how we will measure this:

- Action: Strengthen relation with faculty by having two VP Academic (one for HR and one for Management) to bridge the gap between students and teachers
- Action: Have the VP Academics promptly and accurately reply to student's inquiries on the HR/Management Facebook group
 - Metric: Ensure all posts are answered
 - Metric: Have a response rate of 24 hours
- Action: Hold office hours at least once a month for the opportunity of face-to-face interaction
- Action: Meet with the Management and HR department chairs to talk about what suggestions they may have in providing academic advantages for students

OVERVIEW



Actions

- Increase the amount of projects Elite will undertake
- Increase the number of companies approached to participate in the program
- Increase the amount of students Manager for a Day will send out
- Boost recruitment by advertising the programs throughout the year
- Strive toward continual improvement of the programs through surveys
- Collaborate with CMS
- Collaborate with other groups within Concordia
- Conduct satisfaction surveys at and after our events
- Implement feedback from surveys to improve the relevance and quality of our next event
- Ensure that Management and HR are being equally represented in our events

- Post job postings on Facebook
- Post job postings on LinkedIn
- Post Management/HR related articles on Facebook
- Increase marketing of events
- Promote brand through tabling
- Promote events through class presentations
- Attend conferences and workshops to broaden network
- Establish partner retention
- Redesign sponsorship tab on our website
- Reach out to new organizations never contacted by JHMA
- Achieving a greater donation from a current sponsor from the previous year

- Creation of an HR and Management infographic
- Creation of a CHRP FAQ
- Have MAMA course outlines available for students on our website
- Encourage the creation of a Management Co-op
- Creation of internal FAQ so that all executives can promote consistent information and image
- Strengthen relation with faculty by having two VP Academic
- Have the VP Academics promptly and accurately reply to student's inquiries
- Hold office hours at least once a month
- Meet with the Management and HR department chairs to talk about what suggestions they may have in providing academic advantages for students

Metrics

- Have 2 or more projects in the Fall and in the Winter
- Send 3 students in the Fall and 3 in the Winter
- Promote with at least one class presentation every semester during recruiting times for the program
- Achieve 50% response rate in satisfaction/feedback survey to participants of the programs
- Host at least one workshop with CMS during the year
- Collaborate on at least two events with two separate groups
- Have a minimum response rate of 10%
- Have equal amounts of speakers in Management and HR
- Promote event in equal amounts of HR and Management classes through class presentations

- Facebook: 5 posts a semester, LinkedIn: 5 posts a semester
- HR/Management articles: once a week
- Post on Facebook 2 weeks prior to an event and on Instagram 1 week prior to an event
- Increase in likes by 5 after each tabling session
- Have every executive member do at least 1 presentation per event
- Have the VP External and AVP External go to at least 2 events to seek out sponsors and other opportunities
- Create at least one year-long partnership
- Contacting previous sponsors once before the Fall semester begins and once during the Fall or Winter semester

- Hold at least 1 meeting with Linda Dyer and/or Barbara Shapiro regarding Co-op
- Conduct one survey for management majors to complete regarding the management Co-op
- Ensure all posts are answered
- Have a response rate of 24 hours

EXECUTIVE TEAM 2016 – 2017



On behalf of the 2016-2017 executive team, we look forward to showing you what we can accomplish together.