



Strategic Plan

Presented to the Strategic Plan Committee

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The John Molson International Business Association (JMIBA) is a subsidiary of the Commerce and Administration Student Association (CASA) representing students majoring and minoring in International Business. We strive to enhance the student's university experiences by organizing events and providing opportunities for them to apply what they are learning in class to the real world. We also want to bridge the gap between students, faculty, and employers.

JMIBA is a student run organization. This year 11 dynamic and passionate students are ready to enhance students' lives at JMSB by creating and organizing events that will educate and entertain JMSB students. We might not all be majoring in International Business but this is what International Business is made off: a group of bright, diverse, and innovative persons willing to work together and make the most out of the resources allocated to create something bigger and better.

This strategic plan will allow us to reaffirm who we are as the John Molson International Business Association, as well as our mission, vision, and values. This plan will also define our goal for the 2016-2017 along with the four imperatives in order to achieve our goal.

Mission

We exist to support the development of our members as well-informed, worldly future professionals in the field of International Business

Vision

Through offering services and events that complement the International Business program's curriculum as well as are relevant to current affairs, we will expose our members to a complete perspective of international business and enable them to realize their full potential.

Values

Student oriented: As students, we are creating events and initiatives focused around students, as we want to enhance their university experience.

Integrity: Striving to keep our moral values of honesty, ethical decision-making, and transparency in everything we undertake.

Innovation: Pushing members to pursue new creative ideas that have the potential of changing the world of tomorrow. Business is changing and adapting, and so should we!

Fun: Creating an atmosphere of enjoyment for all stakeholders of JMIBA from the executive team to the students participating at our various activities.

Making the Experience International

Organizational Sustainability

Operational Success

Team Building

Financial Sustainability

Improve Academic Support

Help Students with their Academics

Increase Value of the International Business Program

Help Faculty in Bringing Changes in the Curriculum

Enhanced Community Connectiveness

Create Long Term Relationships

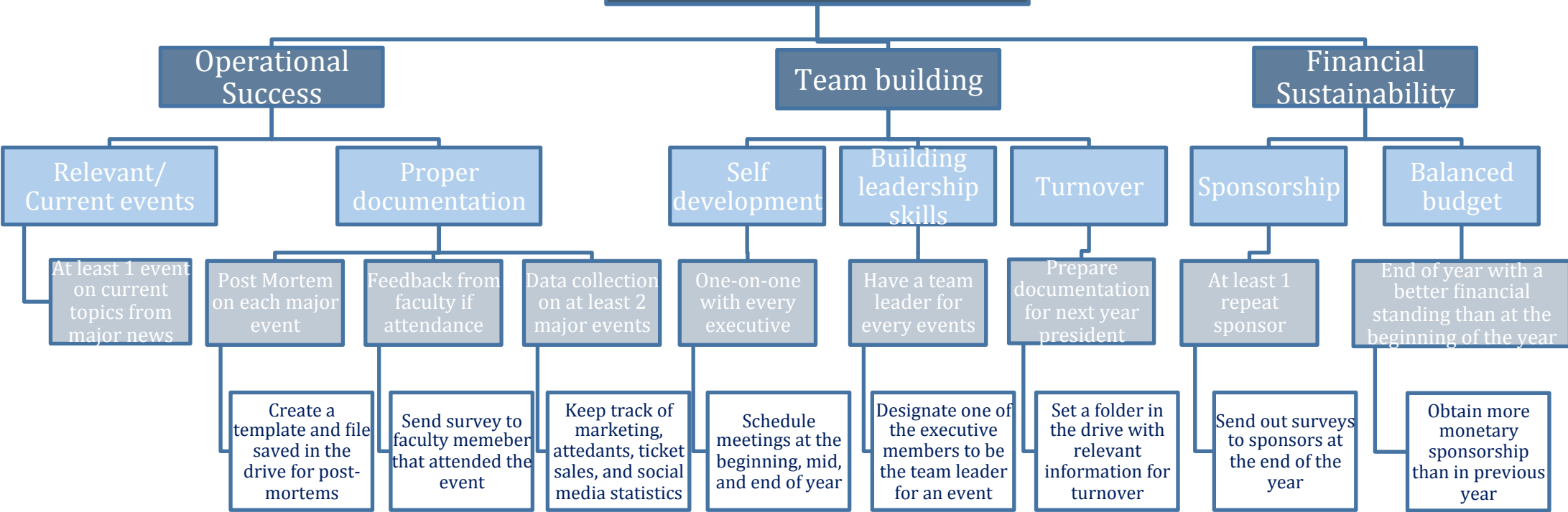
Improve Communication

Social Involvement

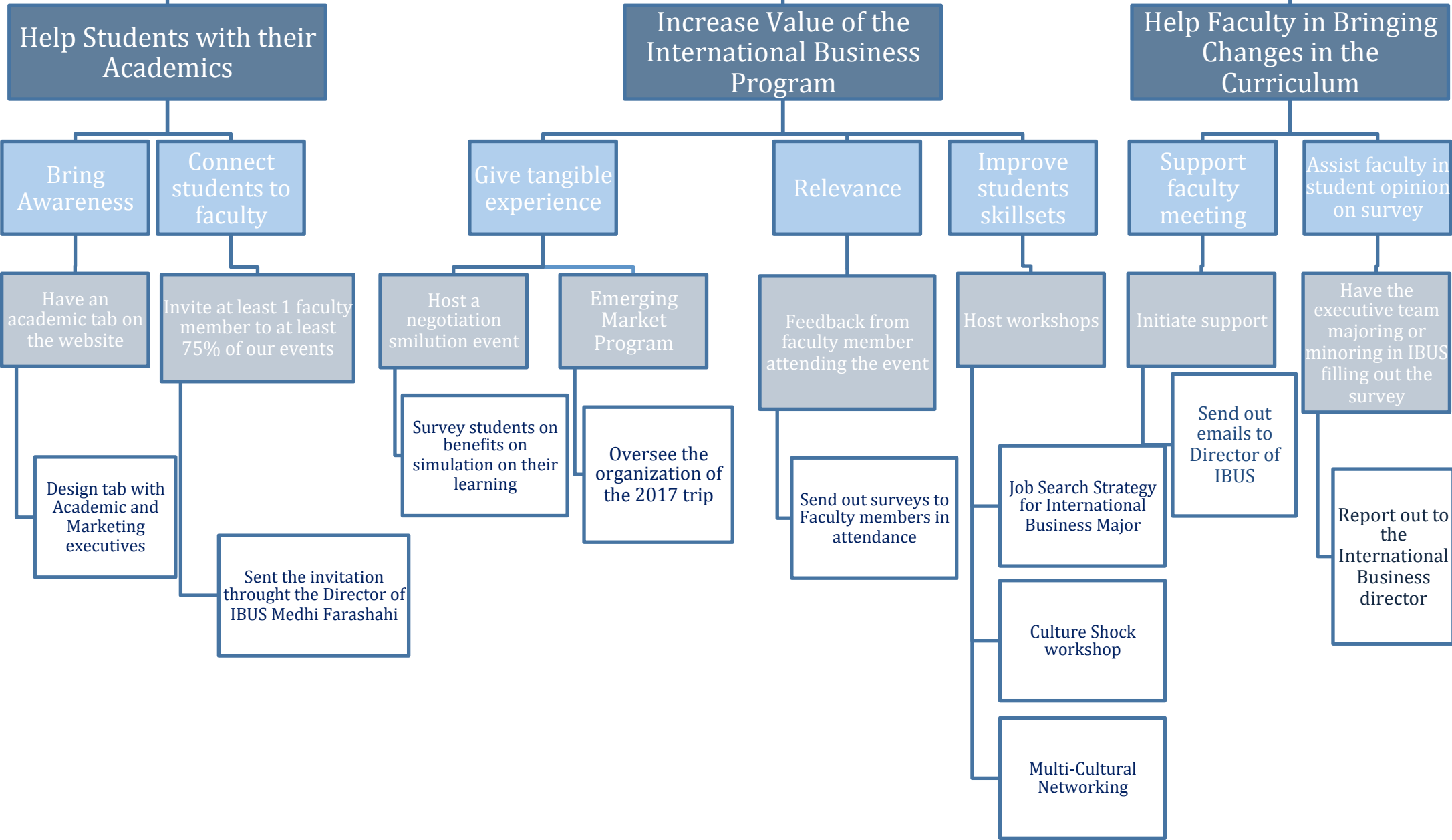
Give Back to Community

Raise Students Awareness to Social Causes

Organizational Sustainability



Improve Academic Support



Enhanced Community Connectiveness

Create Long Term Relationships

Improve Communication

With partners and sponsors

With faculty

With Alumni

With students

With sponsors partners and alumni

With faculty

Have at least one guest at our cocktail and events

At least 1 repeat sponsor

Invite at least 1 faculty member to each major event

Create a mentorship program

Host at least 1 networking event with alumni

Create newsletter

Improve social media presence

At least 5 class talks before major events

Send report to major stakeholders at the end of the year

Initiate support

Add clause in contract for free admission to certain events cocktails

Send out surveys to sponsors at the end of the year

Send invitation to the Director of the program

Develop Alumni network

Send invitation to alumni network

Send out monthly newsletter

Increase Facebook likes by 5%

Increase Instagram Followers by 5%

Schedule class talks with Professors

Have VP Corporate Relations send reports to major stakeholders

Organize a brunch with Faculty members and JMIBA Executives

Social Involvement

Give Back to Community

Help an international social cause

Raise a minimum of \$100 for a cause

Raise Students Awareness to Social Causes

Host activities that focus on social issues in the world

Invite at least 1 guest speaker

Have a guest speaker from an NGO