



JSBA STRATEGIC PLAN

2016-2017

Presented by Maritza Olivieri and Jonathan Ha-Tran to the Board of Directors on July 19th, 2016

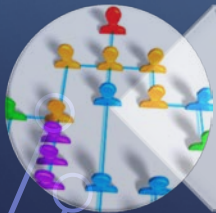
JSBA'S CRITICAL OBSTACLES



Challenge communicating value-offering



BTM, SCOM and DI programs lack visibility



Internal structure has not yet been optimized

**IDENTIFYING OBSTACLES
HELPS US TARGET THE AREAS
WE NEED TO WORK ON THIS
YEAR, THEREFORE WORKING
TOWARDS THE RIGHT
DIRECTION**

STRATEGIC PILLARS



**INFORM &
INSPIRE**

IMPROVE

INTEGRATE

- ✓ Spaces for knowledge transmission
- ✓ Resources and Information

- ✓ Academic resources
- ✓ Extracurricular activities

- ✓ Networking opportunities
- ✓ Collaboration



STRATEGIC AREAS

OPERATIONAL EFFECTIVENESS

- **Restructure JSBA for improved decision making**
- Fewer Escalation points

INCREASE AND IMPROVE VALUE OFFERING

- **Attract a diverse base of students**
- At least 4 different programs

COLLABORATION

- **Creation of joint events**
- Minimum of 2 joint events with other CASA subsidiaries

The image features a dark blue gradient background with white, stylized circuit board traces in the corners. These traces consist of straight lines of varying lengths and angles, ending in small white circles, resembling electronic components or connections. The traces are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

THANK YOU!