

John Molson Sustainable Enterprise Committee

Strategic Plan 2016 - 2017



John Molson Sustainable Enterprise Committee

Who we are

The John Molson Sustainable Enterprise Committee (JSEC) works to serve the students of the John Molson School of Business through the practises of Corporate Social Responsibility (CSR). We advocate the key encompassing values rooted within Corporate Social Responsibility of: sustainability, social alms and community engagement. JSEC values the integration of these concepts and looks to permeate them to all major business disciplines and industries - expanding students educational experiences. We are adamant on focusing on the tangible applications of these tools to create a stronger and prosperous organization to benefit not only the school, but it's students.

Vision

“Professionals who provide, build and achieve”

To transcend the fundamental values of social responsibility across the business disciplinary studies of Concordia.

Mission

To provide and inform students of the necessary CSR practises through tangible, academic and collective initiatives throughout the year which are impactful and creative.

Values

Integrity

JSEC firmly believes in upholding our strong moral values through integrity and honesty. Our vigorous devotion to these morals allows us to continually build, practice and implement them to the students of Concordia University and the John Molson School of Business (JMSB).

Rationality

JSEC understands the complex relationship of social responsibility within a business context; at the same time seeking to pursue and promote akin rational initiatives. We strive to be proactive, yet pragmatic with our objectives and hold ourselves responsible to every initiative pursued.

Consciousness

JSEC is conscious about its surrounding environment, both within the University and outside. We aim to have an open discourse on key issues while maintaining our humility, and business background. Being conscious of our surroundings allows for JSEC to think critically through being clear and remaining transparent as an organization to the students of JMSB.

Adaptability

JSEC strives to implement concepts related to social responsibility which are adaptable across all disciplines and faculties within JMSB. We hold the belief that business practises focused both socially and environmentally are fundamental to the growth of industries, as well to students educational experience.

Pillars

Environmental Responsibility

It is JSEC's duty to commit to inform and engage students consciousness within the university. We seek to warrant students attentions on practices which support the natural environment and its importance towards responsible business consumption. All the while inquiring students to think critically about the alternative environmental methods businesses encounter.

Economic Responsibility

It is JSEC's duty to be active leaders in dedicating ourselves to pursue proactive concepts which grasp our fundamental corporate social values, and how they intertwine within business practises. As well as to explore and expose the JMSB student community to alternative economic practices which promote JSEC's key values.

Social Responsibility

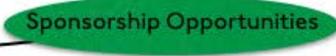
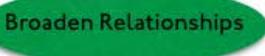
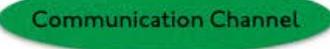
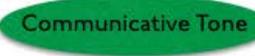
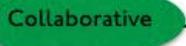
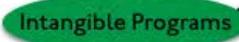
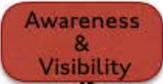
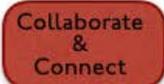
Finally, it is JSEC's duty to be a supportive member which promotes the university, its students and faculty to the external community. JSEC strives to advocate social initiatives to the student body with an emphasis on understanding the return on good to the community. Our goal is to further develop the relationship between JMSB, Concordia and the surrounding community by striving for the reflection of personal values and how they are shaped and affect society.



Strategic Plan Overview

Vision
To transcend the fundamental values of social responsibility across the business disciplinary studies of Concordia

Mission
To provide and inform students of the necessary Corporate Social Responsibility practices through tangible, academic and collective initiatives throughout the year which are impactful and creative



Strategic Imperatives

Collaborate & Connect

Objectives

- Increase our relationships with the surrounding Montréal business community to develop more sponsorship opportunities.
- Build a stronger network base to increase student participation at events.
- Develop and curate connections within all CASA subsidiaries and akin Concordia University organizations to develop more collaborative initiatives.
- Create an open communication channel through JSEC's media and online social platforms to gain a higher student engagement rate.

Actions

- Update our sponsorship package which allows year round social media and tabling opportunities for corporate sponsors.
- Hold a meet and greet targeted to students within the fall semester which includes previous year sponsors.
- Connect with at least 4 CASA subsidiaries, as well as a minimum of 2 organizations within Concordia University by the end of the winter semester.
 - Have at least 1 charity focused event
- Launch a YouTube or Vimeo web series by the beginning of the fall semester.

Measures

- Gain at least 3 new corporate sponsors or at least \$3,000 in sponsorship by the end of the winter semester.
- Upgrade a minimum of 1 of our previous sponsors to a higher package rate by the end of the winter semester, increasing by at least \$500.

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- Have at least 2 previous sponsors as well as a minimum of 30 students in attendance for our fall meet and greet.
 - Host at least 2 collaborative functions for each fall and winter semesters.
 - Contribute at least 20 hours towards a collaborative charity by December.
 - Release a minimum of 1 video per month encompassing our pillars, with at least 50 views per video.

Create A Value Offering

Objectives

- Install tangible contributions within the JMSB community to further engage students, focusing on:
 - Waste management,
 - Alternative energy.
- Design and curate intangible programs targeted at JMSB students through value-added extracurricular workshops and events highlighting sustainability's role within business.
- Cultivate a greater social media presence within JMSB, through our coordinated content series promoting JSEC, our values and upcoming events.

Actions

- Set-up waste alternatives within the MB building.
- Establish a proposal for the installment of a solar panel charger for students phones.
- Create a sustainability focused case competition in collaboration with other CASA subsidiaries for the fall semester.
- Establish monthly videos offered to JMSB students across academic disciplines on events and mutual topics, with at least 3 collaborating CASA subsidiaries, by the end of the winter semester.

Measures

- Install at least 2 compost bins within the fourth floor and fifth floor kitchens by the end of winter semester.

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- If proposal is accepted, to have the solar panel be sponsored
 - At least 50 students participating in the fall case competition.
 - A minimum of 3 videos posted by the end of the fall semester, with a viewing of at least 50, per video.

Awareness & Visibility

Objectives

- Create a matching communicative tone between Facebook, Twitter and Instagram in order to attract more student followers.
- Expand online reach through consistent video, photo and information content series, to generate a higher response engagement from our community.
- Use video series to conceive increased corporate sponsorship opportunities to provide direct promotional access between students and companies.

Actions

- Have specific team members in charge of all social media postings.
- Organize a monthly social media calendar with postings allocated at least one month prior.
- Coordinate and outline photo series for all social media channels.
- Outline and organize video series content and logistics. bLaunched once a month, starting by September .
- Track Facebook analytics to monitor and analyze page activity and response rates.

Measures

- A maximum of 2 persons dedicated to social media postings.
- Have social media posts coordinated and set a month in advance, the latest.
- At least 1 major social media post per week throughout the entire school year.
- At least 5 photo series by the end of September.
 - Launching by the beginning of October.
 - Twice a month onwards .

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- Have a minimum of 6 video by the end of the winter semester.
 - By the beginning of September .
 - Launched once a month onwards.
 - Have at least 3 corporate sponsored videos by the end of the winter semester.
 - Create at least 1 standardized excel document tracking Facebook page activity and response rates.

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