Strategic Planning for Societies and Committees

This strategic planning resource should help you and your committee plan the year ahead. A strategic plan should be completed each time there is a new leader or committee (which in most cases will be annually) as it provides the direction by which the committee are able to link their individual tasks together. It is the ‘big picture’ for your group, dictated by a clear long-term vision.

**Strategic Plan 2017-18**

**Society/Committee Name:**

**Vision:**
The ‘headline’- where are you heading long-term (over the next 10 years)?

*E.g. The Students’ Union Vision:*

“We will be recognised as a leading Students’ Union: dynamic and student-led.”

**Values:**
What is important to the society/committee? What standards are necessary?

*These may be single words (e.g. creative; accessible) or sentences (e.g. “We will treat everyone with respect.”)*
Aims:
Your main goals for the group.
e.g. “Increase society members.”

Objectives:
Objectives make the aims (above) happen. They are the practical ‘how’ of the strategic plan.
These should be SMART (Specific, Measurable, Achievable, Realistic, Timed).
e.g. “Recruit 10 new members at the Activities Fair.”

Unique Selling Point:
What makes your society/committee unique?
Why would a student join you, rather than another group?
**Stakeholder Engagement:**
Stakeholders are people with a 'vested interest' in your group. Who are your stakeholders (e.g. students, University department, sponsors, staff, community groups etc.)? How can you ensure your stakeholders enable you to achieve your strategic plan? How should you treat your stakeholders?

**Marketing and Communication:**
Your society/committee is a ‘brand’ and needs to effectively market itself to stakeholders (above) and to members. How are you going to communicate with your stakeholders and members? What tools will you use e.g. social media, word of mouth, stall on the Concourse?

**Finances:**
Plan your income and expenditure for the year. Are you aiming to source sponsorship or other funding – how? What are you planning to charge for membership?
Membership:
Look at membership figures over previous years and how to increase and retain members through to 2017-18.