

2019-2020 KSRAA Strategic Plan - SUMMARY								
BACKGROUND <i>A bit about our history</i>	The KSR faculty's alumni chapter Kinesiology, Sport, and Recreation Alumni Association (KSRAA) came into fruition in 2005 as a volunteer driven association committed to keeping the KSR community engaged and connected with each other, and informed of new developments in the KSR						<p>KSRAA works together in partnership with the KSR faculty to strengthen the <i>KSR Community</i>, which consists of KSR Faculty, students, alumni and partners.</p> <p><i>*Partners = groups and associations internal or external to the university that have relevance to the KSR community.</i></p>	
VISION <i>Agreed Upon Vision of the Future</i>	The KSR Community is a highly engaged, connected and supportive community, and is valued and understood in the broader community.							
MISSION <i>What We Do, For Who, Why</i>	Promote, connect and engage with, and support the KSR Community to enable its members (faculty, students, alumni and partners) to flourish in their academic, professional and personal pursuits in the KSR and broader community.							
GUIDING PRINCIPLES <i>Our Values</i>	Respect and Inclusivity - for individuals' differences, perspectives and beliefs, the right to opt out Integrity - adhering to high personal and ethical standards such as honesty, loyalty, taking care of each other							
ENABLERS <i>Operational activities that enable our goal specific work</i>	Annual Work Planning - Timeline/schedule of key activities and initiatives Annual Budget Planning - In alignment with annual work planning Communication Plan - foundation for informing faculty, students, alumni and friends about KSRAA events, and a guide to KSRAA's relationship							
5 YEAR GOALS <i>Aspirational future state</i>	1. Promote the KSR Community The KSR community is valued and understood in the broader community, and there is a strong sense of			2. Connect and Engage KSR faculty, students, alumni and partners are connected and engage with each other, together comprising			3. Support Student Success KSR students are set up for successful post graduate experiences -	
2 YEAR OBJECTIVES <i>Focus areas/priorities</i>	1.1 Strengthen the KSR Community image and reputation (i.e. better tell our story).			2.1 Strengthen and expand connections between members of the KSR Community.			3.1 Connect KSR students with existing financial supports and explore development of small-scale financial support opportunities to be provided directly by KSRAA.	
POTENTIAL ACTIONS / KEY INITIATIVES <i>Key work that will drive progress towards the goals</i>	1.1.1 Establish an engaging and informative one-stop-shop KSRAA Google Site.	1.2 Foster a culture of recognition and celebration of achievements and contributions.	1.3 Increase and diversify involvement on the KSRAA Board to enable more perspectives to be considered.	2.1.1 Actively participate at Alumni Weekend events and activities/events that alumni enjoy participating in (e.g. FUGG night).	2.2 Provide (host/sponsor) opportunities (i.e. events) for members of the KSR Community to connect with each other.	2.3 Strengthen the working relationship between the KSR faculty and KSRAA.	3.1.1 Connect students to existing available funding, such as GOLD funding and the Citizen Award.	3.2 Facilitate increased access to existing resources available to KSR students.
	1.1.2 Increase KSRAA's social media presence.	1.2.1 Establish and implement a recognition program that aligns to the image and goals of the KSR Community.	1.3.1 Look at current KSRAA Board membership and determine what additional diversity is desired.	2.1.2 Connect with the faculty and other groups and associations (on and off campus) to determine if KSRAA has existing contact and connection with them and evaluate opportunities to connect further (i.e. rebuild/reboot existing connections and develop new connections).	2.2.1 Host a social/networking event at the ARPA Conference.	2.3.1 Promote the relationship and connection between the faculty and KSRAA as a <i>partnership</i> (by socializing this in meetings and informal conversations).	3.1.2 Establish a bursary for professional development or conference attendance (explore how to develop this type of program).	3.2.1 Add a Job Board to the resources section of the KSRAA Google Site.
	1.1.3 Build a stronger connection with the faculty's Communications Team.		1.3.2 Promote the KSRAA AGM and the opportunity to become involved with the KSRAA board on the KSRAA Google Site and via other university and alumni community communication channels.	2.1.3 Have KSRAA representatives on all identified partners' boards, where possible.	2.2.2 Host one to three social/networking events throughout the year (in addition to the ARPA Conference social).	2.3.2 Increase connections and communications with the KSR faculty to better understand the faculty's priorities and better assess how KSRAA can connect alumni with the faculty.		3.2.2 Add a comprehensive and accessible Resource Library to the KSRAA Google Site.
	1.1.4 Increase exposure of KSRAA at events coordinated or attended by KSRAA, with visible items such as t-shirts and party favours that include the KSRAA logo.		1.3.3 Better engage BScKin/BKin graduates and encourage involvement with KSRAA.	2.1.4 Clearly define how KSRSS can help the Alumni Association and vice versa every year.	2.2.3 Host one larger event as part of the KSRAA AGM and/or during Alumni Weekend.			3.2.3 Explore hosting a 'master class' or speaker session with grad students.
	1.1.5 Inform about and promote KSRAA at the KSR Graduation Banquet.		1.3.4 Better engage with third and fourth year KSR students and encourage them to participate with KSRAA.	2.1.5 Maintain relationships with current active alumni (keep KSRAA on their radar).	2.2.4 Sponsor student initiatives such as the Winter Soiree/ Kin Games.			3.2.4 Coordinate mentoring opportunities between KSR students and alumni (i.e. connect students with existing mentorship program).
				2.1.6 Expand our connections with research in the KSR field.				3.2.5 Connect with the Placement Coordinator for input on placement needs in the community, to inform provision of professional development opportunities.

2019-2020 KSRAA Strategic Plan	GOAL 1			
GOAL NAME GOAL STATEMENT	1. Promote the KSR Community The KSR community is valued and understood in the broader community, and there is a strong sense of pride among members of the			
OBJECTIVE 1.1	1.1 Strengthen the KSR Community image and reputation (i.e. better tell our story).			
POTENTIAL ACTIONS / KEY INITIATIVES	1.1.1 Establish an engaging and informative one-stop-shop KSRAA Google Site.	1.1.2 Increase KSRAA's social media presence.	1.1.3 Build a stronger connection with the faculty's Communications Team.	1.1.4 Increase exposure of KSRAA at events coordinated or attended by KSRAA, with visible items such as t-shirts and party favours that include the KSRAA logo.
TACTICS Sub-actions	Connect with an alumni group that has already developed a Google Site.			
MEASUREMENT -What will you be measuring? -When will you measure it? -Who will be accountable for collecting the data and analyzing it? -How will the data be collected? (e.g. survey) -What does success look like?				
OBJECTIVE 1.2	1.2 Foster a culture of recognition and celebration of achievements and contributions.			
POTENTIAL ACTIONS / KEY INITIATIVES	1.2.1 Establish and implement a recognition program that aligns to the image and goals of the KSR Community.	0	0	0
TACTICS Sub-actions	Recognize alumni and volunteers at KSRAA events. Recognize alumni achievements at KSRAA AGM. Nominate a KSR grad for a UofA Alumni Award. Add a "Get to know alumni" section to the KSRAA Google Site (include career stories). Coordinate memorial activities (e.g. Sarah Prince plaque in KSR Office). Recognize and celebrate the accomplishments of KSRAA (e.g. awards at AGM, publishing an annual report of KSRAA activity).			
MEASUREMENT				
OBJECTIVE 1.3	1.3 Increase and diversify involvement on the KSRAA Board to enable more perspectives to be considered.			
POTENTIAL ACTIONS / KEY INITIATIVES	1.3.1 Look at current KSRAA Board membership and determine what additional diversity is desired.	1.3.2 Promote the KSRAA AGM and the opportunity to become involved with the KSRAA board on the KSRAA Google Site and via other university and alumni community communication channels.	1.3.3 Better engage BScKin/BKin graduates and encourage involvement with KSRAA.	1.3.4 Better engage with third and fourth year KSR students and encourage them to participate with KSRAA.
TACTICS Sub-actions				
MEASUREMENT				

2019-2020 KSRAA Strategic Plan	GOAL 2					
GOAL NAME	2. Connect and Engage					
GOAL STATEMENT	KSR faculty, students, alumni and partners are connected and engage with each other, together comprising the KSR community.					
OBJECTIVE 2.1	2.1 Strengthen and expand connections between members of the KSR Community.					
POTENTIAL ACTIONS / KEY INITIATIVES	2.1.1 Actively participate at Alumni Weekend events and activities/events that alumni enjoy participating in (e.g. FUGG night).	2.1.2 Connect with the faculty and other groups and associations (on and off campus) to determine if KSRAA has existing contact and connection with them and evaluate opportunities to connect further (i.e. rebuild/reboot existing connections and develop new connections).	2.1.3 Have KSRAA representatives on all identified partners' boards, where possible.	2.1.4 Clearly define how KSRSS can help the Alumni Association and vice versa every year.	2.1.5 Maintain relationships with current active alumni (keep KSRAA on their radar).	2.1.6 Expand our connections with research in the KSR field.
TACTICS Sub-actions						
MEASUREMENT -What will you be measuring? -When will you measure it? -Who will be accountable for collecting the data and analyzing it? -How will the data be collected? (e.g. survey) -What does success look like?						
OBJECTIVE 2.2	2.2 Provide (host/sponsor) opportunities (i.e. events) for members of the KSR Community to connect with each other.					
POTENTIAL ACTIONS / KEY INITIATIVES	2.2.1 Host a social/networking event at the ARPA Conference.	2.2.2 Host one to three social/networking events throughout the year (in addition to the ARPA Conference social).	2.2.3 Host one larger event as part of the KSRAA AGM and/or during Alumni Weekend.	2.2.4 Sponsor student initiatives such as the Winter Soiree/ Kin Games.	0	0
TACTICS Sub-actions						
MEASUREMENT						
OBJECTIVE 2.3	2.3 Strengthen the working relationship between the KSR faculty and KSRAA.					
POTENTIAL ACTIONS / KEY INITIATIVES	2.3.1 Promote the relationship and connection between the faculty and KSRAA as a partnership (by socializing this in meetings and informal conversations).	2.3.2 Increase connections and communications with the KSR faculty to better understand the faculty's priorities and better assess how KSRAA can connect alumni with the faculty.	0	0	0	0
TACTICS Sub-actions						
MEASUREMENT						

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GOAL 3

GOAL NAME	3. Support Student Success				
GOAL STATEMENT	KSR students are set up for successful post graduate experiences - academically, professionally or personally.				
OBJECTIVE 3.1	3.1 Connect KSR students with existing financial supports and explore development of small-scale financial support opportunities to be provided directly by KSRAA.				
POTENTIAL ACTIONS / KEY INITIATIVES	3.1.1 Connect students to existing available funding, such as GOLD funding and the Citizen Award.	3.1.2 Establish a bursary for professional development or conference attendance (explore how to develop this type of program).	0	0	0
TACTICS Sub-actions		Assess current support available and identify any potential gap areas the board could fill.			
MEASUREMENT -What will you be measuring? -When will you measure it? -Who will be accountable for collecting the data and analyzing it? -How will the data be collected? (e.g. survey) -What does success look like?					
OBJECTIVE 3.2	3.2 Facilitate increased access to existing resources available to KSR students.				
POTENTIAL ACTIONS / KEY INITIATIVES	3.2.1 Add a Job Board to the resources section of the KSRAA Google Site.	3.2.2 Add a comprehensive and accessible Resource Library to the KSRAA Google Site.	3.2.3 Explore hosting a 'master class' or speaker session with grad students.	3.2.4 Coordinate mentoring opportunities between KSR students and alumni (i.e. connect students with existing mentorship program).	3.2.5 Connect with the Placement Coordinator for input on placement needs in the community, to inform provision of professional development opportunities.
TACTICS Sub-actions		Gather and post information about opportunities within the faculty and alumni community.			
MEASUREMENT					