



Strategic Plan 2020 – 2024

Preamble

The Friends of the University of Alberta Society is a positive force within the University of Alberta community and is an organization with a long and distinguished history. Established in 1943, *The Friends* has provided almost eight decades of support and opportunities for hundreds of proud U of A ambassadors, to encourage engagement with and to that broader community which exists beyond the University's outstanding faculty, students, staff and alumni.

The Friends has:

- endowed six named annual student scholarships; and
- an additional five annual awards and scholarships established in the name of the Friends of the University of Alberta Society.

The Friends also presents:

- the annual Henry Marshall Tory Lecture, a free public lecture featuring outstanding local, national and international speakers that enriches the wider community; plus,
- a number of other events promoting the University and its diverse and interesting facilities and resources.

The Friends of the University of Alberta Society is independent from, but often works in partnership with or support of, University of Alberta Senate, Alumni Association, and/or other campus based groups or institutions to promote broad community engagement.

As we approach our 8th decade of service to the University of Alberta and the community, *The Friends of the University of Alberta Society* has developed this Strategic Plan to guide and invigorate its activities over the coming years.

For additional information, please refer to the *Friends* website: friendsoftheuofa.ca

MISSION

The Mission of *The Friends of the University of Alberta Society* is to build and nurture a broad community of friends to support, celebrate and champion the University of Alberta.

VISION

The Friends of the University of Alberta Society will be recognized as successfully connecting the broader community to the University, championing the University within the community, facilitating educational engagement opportunities and a sense of lifelong learning among our members, and providing avenues for volunteer opportunities at and in support of the University of Alberta.

Strategic Priorities

The priority areas for this Strategic Plan are to:

1. **Enhance and grow awareness**
of *The Friends of the University of Alberta Society*.
2. **Provide diverse engagement opportunities**
between the *Friends* and the broader community.
3. **Maintain the *Friends* scholarship program.**
4. **Ensure organizational sustainability** of the *Friends*.

Key Results & Strategies

1. Enhance and grow awareness of <i>The Friends of the University of Alberta Society</i>.	
Key Results	Strategies
<ul style="list-style-type: none"> ➤ Broader awareness of the <i>Friends</i> organization within the broader community as evidenced by participation in <i>Friends</i> events and volunteer opportunities. ➤ Broader brand recognition leading to greater engagement of the community in <i>Friends</i> sponsored events and activities. 	<ol style="list-style-type: none"> 1. Promotion through various social media channels and partner organizations such as the Alumni Association, University Board and Senate, etc. 2. Consistent and conspicuous branding at all <i>Friends</i> events and with all <i>Friends</i> associated or sponsored activities (e.g., awards and scholarships). 3. Continue to review the general audience and demographic of the <i>Friends</i> membership to enable relevant program development and to create reasons to join the <i>Friends</i>.
2. Provide diverse engagement opportunities between the <i>Friends</i> and the broader community.	
Key Results	Strategies
<ul style="list-style-type: none"> ➤ Successful (i.e., well attended and positively reviewed) traditional events (e.g., Tory Lecture, Campus tours) and new events (e.g., Raise The Bar). ➤ New or unique events that reflect evolving societal interests and engagement opportunities. 	<ol style="list-style-type: none"> 1. Facilitate/organize a diverse range of events, speakers and other activities that highlight and/or directly feature connections to the University. 2. Consider new or unique events to augment, add to or replace current events, ensuring alignment with the traditions and mission of the <i>Friends</i>.
3. Maintain the <i>Friends</i> scholarship program.	
Key Results	Strategies
<ul style="list-style-type: none"> ➤ Clear charters and terms of reference are in place for all current scholarships and awards. ➤ All scholarships and awards are identifiable with the <i>Friends</i>. 	<ol style="list-style-type: none"> 1. Update all current scholarship and award documentation to ensure currency. 2. Review all discretionary scholarships and awards and update, as appropriate, ensuring alignment with the <i>Friends</i> mission, the item's Terms of Reference and available resources of the <i>Friends</i>.
4. Ensure organizational sustainability of the <i>Friends</i>.	
Key Results	Strategies
<ul style="list-style-type: none"> ➤ The <i>Friends</i> remains a viable and vibrant organization in pursuit of its vision and fulfilling its mission in support of the University of Alberta. 	<ol style="list-style-type: none"> 1. Recruit members to the <i>Friends</i> Board with a view to constant renewal and effective organizational stewardship and sustainability. 2. Ensure effective management and administration of the <i>Friends</i> financial resources. 3. Provide volunteer opportunities for <i>Friends</i> members at large to ensure a cadre of enthusiastic volunteers for event promotion and active engagement in <i>Friends</i> activities (e.g., Casino fundraisers).