

Strategic Plan 2024-2027

Vision

From the community, for the community, The Friends of the University of Alberta bridges citizens to the value, experiences and talents of the University of Alberta.

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.

Values

We treat people, ideas, opinions and knowledge with respect and engage with integrity.

We create fun, inclusive and engaging opportunities for all including those who may not know U of A.

We collaborate and engage partners to achieve results.

We provide innovative and creative ways to explore the richness of the university, its discoveries, assets and talents.

Building on our history, we serve the community, expanding access to the knowledge, people, and value of the U of A.

Goal 1: Deliver a Diverse Suite of Engagement Opportunities

- Provide new and continually improve/evolve existing Friends' programs, attractive to the community (ex. Tory Lecture and RTB)
- Identify opportunities within and beyond the university that link scholarship to community by funding, promoting, and enhancing awareness of the talents and societal contributions of U of A
- Identify partners and collaborators to enhance the delivery of diverse programs

Goal 2: Implement an Innovative Marketing and Communications Strategy

- Develop and implement a holistic marketing and communications strategy inclusive of:
 - a social media marketing plan
 - event specific marketing plans
 - new website content and format
 - email marketing campaign
- Ensure brand consistency

Goal 3: Initiate a Brand Management Strategy

- Raise community awareness and the profile of The Friends by articulating:
 - How we position ourselves in the university and in external community
 - Who we are and why we matter

Goal 4: Grow Membership

- Define what "membership" means and our value proposition
- Develop and implement a membership attraction plan

Goal 5: Ensure Financial Sustainability

- Ensure compliance to licensing and other standards to maintain the reputable standing of The Friends
- Ensure effective oversight and operational management of The Friends including the annual budget and forecast spending
- Explore alternate funding vehicles and opportunities for more sustainable programming and advancement of The Friends

Goal 6: Ensure and Fortify Organizational Sustainability

- Adopt best practices to establish effective board management and governance
- Establish a recruitment and onboarding strategy