

2017-2020

# Strategic Plan



SABVC

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## Introduction

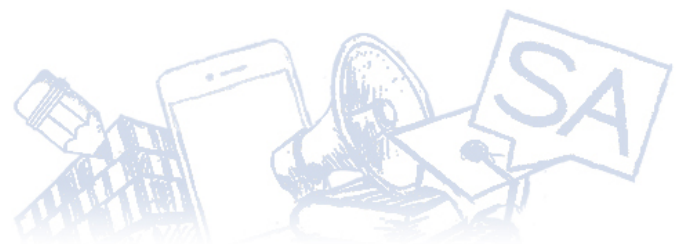
The following report outlines the suggested strategic plan for the Students' Association of Bow Valley College through the year 2020. The following content encompasses our organization's core values and goals for the next three years in relation to SABVC's image, advocacy, the SABVC connects program, student life, finances and transparency, and sustainability.



Our executive team, pictured from left to right: (Arshit Dhingra – President, Nara Cazzolato – VP External Communications, Rahul Kapil – VP Student Life, Abhijeet Singh – VP Operations & Finance)

Students' Association of Bow Valley College (SABVC) is an organization that is dedicated to the effective representation of Bow Valley College students. We strive to encourage and support Bow Valley College students in order to enhance the overall student experience for the entire campus community.

Our team is made up of four student executives, 12 student councilors, and six staff members. Together, our team works to carry out SABVC's mission and implement our core values on behalf of the BVC student body.

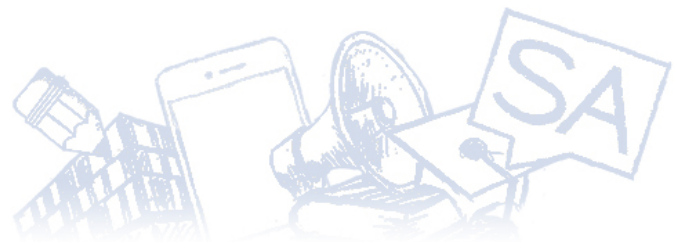


## SABVC Mission

*“Our mission is to provide effective representation, a positive campus experience, and exceptional support services for all BVC learners.”*

## SABVC’s Core Values

- **Respect** for individuals
- **Responsibility** in our actions
- **Diversity** appreciated
- **Transparency** in our finances
- **Safety** environment



# Organizational Goals

## 1. SABVC Image

Increase awareness about who we are and what we offer to students and the Bow Valley College community through an **institutional marketing campaign**.

## 2. Advocacy

Advocate for students at the local and provincial levels of government by cooperating with the Ministry of Advanced Education of Alberta. Key advocacy topics include:

- Domestic and International Tuition
- Affordable Transit (U-Pass)
- Quality of life / Mental Health Programs
- Student Aid / Scholarships / Awards
- Textbook / Resources

## 3. SABVC Connects Program

Implement a **mental health program** in partnership with BVC and the Alberta Government. This program consists of three different segments:

- **CAMPAIGNS:** temporary or permanent initiatives promoted or supported by SABVC through the Mental Health Committee. The main idea is to promote awareness, prevention, and support for survivors.



**SABVC**  
CONNECTS

- **PROJECTS:** acquire government funds to support initiatives on campus regarding sexual assault/harassment, violence, alcohol, tobacco, and addictions in general.



- CENTRE: create and promote a campus ambassador program targeting safe spaces for BVC learners who need support and/or resources related to sexuality in all aspects.

## 4. Student Life

Promote the integration of **engagement, awareness, campaigns** and **volunteering** among students through events. Create **partnerships** between SABVC and institutions that can benefit the BVC student body.

## 5. Sustainable Finance Management

**Increase the SABVC budget** for the next three years in order to implement new projects and provide new activities for our students. In addition, gaining resources and adding infrastructure are items which fall within our finance and transparency objectives.

Considering the accounting framework based on the Triple Bottom Line Theory, it is SABVC's goal to foment **sustainable actions** in order to provide prudent fiscal decision making. Sustainable actions are SABVC's key philosophies.

## References

We consulted internal and external resources, such as:

*SABVC Annual General Meeting, 2015 & 2016*

*SABVC Executive Meetings, 2016 & 2017*

*Students' Council Meetings, 2016 & 2017*

*Strategic Plan Planning Sessions with the student body, 2016*

*Strategic Plan Information Compilation, 2016*

*SABVC By-Laws*

*Strategic Plan of other Students' Association (benchmarking)*

*Post-Secondary Learning Act – Alberta Government*

*Student Leaders Orientation to Government, Edmonton, 2016*



*Leaders Hall Conference, Whistler, 2016*

*ASEC Conferences, Edmonton, 2016*

*Wellness Summit, Calgary, 2016*

*Elkington, John. Cannibals with Forks: The Triple Bottom Line of 21st Century Business, 1997*

