

# **The Engineering Society of Queen's University**

*A Strategic Plan for 2009-2010*



June 4, 2009

## **Executive Summary**

The Engineering Society of Queen's University has an opportunity to finally establish a firm base for the future. With the implementation of the Engineering Society General Manager, plans for the future can be established as well as a host for the long-term memory of the Society. With the help of the General Manager, the implementation of a Society bookkeeper is possible as well as the thought of incorporation.

This year will mark two overarching goals for the Society and its' Executive and Directors: Clean up what we have, and moving forward to the future of the Society.

Through forging new relationships with the faculty, the university, and the alumni, the Society will strive towards a more transparent, accountable, and responsible image. Cleaning up our transitioning process, IT, website, and financial structure will stabilize the Society with the intention of creating more opportunities within the Society in years to come. This cleaning will help to create alleviate miscounted dollars to ensure that each and every student dollar goes back towards benefiting the members of the Society.

Moving forward into looking at Society sponsorship, incorporation, the future of IT will ensure that the Society is here to stay as a pillar in non-academic growth. The Society strives to benefit its members by developing the soft-skills that can't be taught in the classroom.

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## **Purpose**

The Engineering Society of Queen's University will actively engage its members to foster leadership and innovation. The Society will advocate on behalf of its members and provide opportunities for their personal and professional growth.

### **1.0 Vision**

Renowned Spirit, Unrivaled Excellence

### **2.0 Values**

The Engineering Society will strive to uphold the following values, in all of its endeavors.

#### ***2.1 Accountability and Transparency***

EngSoc will ensure that all decisions made concerning the greater student body will be made with the appropriate oversight and disclosure.

#### ***2.2 Community***

EngSoc believes in a strong student community and will make every effort to make all members feel welcome.

#### ***2.3 Equity***

EngSoc will be fair in all dealings with no inherent biases.

#### ***2.4 Integrity***

EngSoc will hold itself and the members to the highest standards of integrity as leaders at Queen's University and for the future.

#### ***2.5 Tradition and Spirit***

EngSoc will promote spirit between its members while and maintain traditions that are both positive and relevant.

### **3.0 Situational Analysis**

#### ***3.1 Overall Analysis***

The Engineering Society is currently in a state where cleaning is in order. We have grown too fast for ourselves without having a strong foundation on which to build. This year will be a year of cleaning up the operations of the Society while ensuring the longevity of the Society. We have a lot of strengths, like a large dedicated group of students and alumni, which will greatly aid us through the next year.

## **3.2 SWOT Analysis**

### **3.2.1 Strengths**

- A dedicated base of engineering students that surround the society and support its actions and activities
- The services that the society offers are standing on solid ground for further development
- The Society holds a strong transition framework for which to accelerate the yearly transition process
- Engineering tradition and spirit that is rooted in all engineering students creates a strong sense of community
- The implementation of the newest asset to the Society, the General Manager, will provide long-term memory as well as years of expertise
- A passionate, growing group of Alumni that would like to see growth in the Society
- A strong relationship with external bodies with mutual respect
- The Engineering Society provides opportunities for students with heavy class schedules to get involved other aspects of in student life
- Diversity of Student Groups and ability to mobilize them for events
- The Society has a history of continued innovation, which has been ingrained in its great reputation on campus
- The area of operations of the Society is in very close proximity to most of the student housing. This allows for an easy and fast commute to campus in emergencies.

### **3.2.2 Weaknesses**

- Poor awareness of the Society, opportunities and operations
- Long-term memory has always and will be a point of weakness
- Weak long term planning for the Society
- The Executive and the Directors are all new to the Society providing large turnover but weakness in knowledge
- Inability to provide competitive compensation
- Undocumented and unfeasible IT structure
- Limited Budget
- The Society maintains its' full one year turnover each year yet the same group of students remain involved in other facets of the Society taking positions where new members could participate.
- The Society has limited space for design teams, clubs and the Executive and Directors offices.
- EngSoc draws its human resources from a relatively small student body when considering the initiatives undertaken each year. This limits the amount of work that can be accomplished each year

### **3.2.3 Opportunities**

- The Incorporation of the Society

- Weakness in Queen's Centre Transition for all the services that will be housed in the new Queen's Centre
- Incorporating the General Manager into the Society beyond the operations portfolio
- Opportunity for growth in relations between EngSoc and external student governments
- Working with Queen's IT Services to off-load some IT woes
- The Faculty will be performing a curriculum overhaul which will provide opportunity for student input
- Opportunity for building relations with external organizations
- Sponsorship from large companies and organizations
- Building a relationship with Principal Wolfe
- Opportunity to better appreciate and compensate volunteers
- Branding of the Society
- Overhauled marketing office
- Restructuring the finances using a Book-keeper
- Re-opening of Clark Hall Pub allows for new events and opportunities
- The spark of Frosh Week in First Years
- The Dean of Applied Science is very experienced and can offer numerous fresh suggestions and support for improvement

### 3.2.4 Threats

- University and federal budget cuts
- Liability of all EngSoc members
- Government reprimands for illegitimate businesses
- Brand new services in the new Queen's Centre
- Heavy Engineering workload discourages involvement
- The Faculty is creating an emphasis towards graduate work
- External groups drifting away from the Society
- Tarnishing of the Engineering image
- The issue of Homecoming
- The Engineering jacket is a very visible image on campus and comes with great responsibility
- Frosh Week censorship and its' affects on spirit and tradition
- Reliance of EngSoc on University and AMS for insurance, Clark's liquor license, security, etc.
- Competing services

## 4.0 Objectives, Goals, Strategies, Measures

Objectives	Goals	Strategies	Responsible
To improve the overall quality of the Queen's Engineering Experience	Moving Forward	- Feasibility of Incorporation	- Greg
		- Improve relations with External Groups	- Greg - EngSocs - Ed - Teams - Ryan - Ops
		- Increasing student	- Greg

		<b>Involvement within the society</b>	- Cenk - Ed - Ryan
		- <b>Coordinate academic Efforts</b>	- Mike
		- <b>Marketing &amp; Self-Promotion</b>	- Cenk - Greg - Ryan - Ed
		- <b>Financial Stability/Accountability</b>	- Ryan
		- <b>IT</b>	- Cenk - Substance: Everyone
		- <b>Sponsorship</b>	- Greg - Ed
	<b>Clean-up</b>	- <b>Structure (looking for dead-wood)</b>	- Greg - Ed - Cenk - Ryan - Mike
		- <b>Re-evaluate DoIT position (sustainability)</b>	- Cenk -
		- <b>Financial Structure</b>	- Ryan - Greg
		- <b>Student Groups</b>	- Ed
		- <b>Services</b>	- Ryan → Dan
		- <b>Recognition and Appreciation</b>	- Cenk → Vic - Greg
		- <b>Transition Process</b>	- Greg (with help from everyone)