

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

*The President's Strategic Plan for 2009-2010*



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Written By:

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## ***1.0 Overview***

The portfolio of the president is always one that is widespread. While overseeing the rest of the Society, there are a few definitive goals that each president undertakes. As President, it stands to reason that my year will be spent attempting to ensure the long-term stability of the Engineering Society and its many activities. While continued outward growth in terms of the Society's initiatives is often something to aspire towards, my focus this year will lay primarily in promoting the Society's internal growth to ensure that current initiatives can be sustained or improved upon, and that a few specific initiatives can be revived. This should be the overarching goal for the presidents for many years. Even though the Engineering Society has been around for 114 years, we have grown faster than we can sustain. The next few years should see internal growth for the Engineering Society. This will be accomplished by conducting more effective strategic planning on both a short and long-term basis, and improving the support systems we make available to our members to help them capitalize on these strategic plans.

Specific initiatives include improving our operations by streamlining the roles and responsibilities associated with each of the Executive, Director, and Officer positions, and making them more attractive wherever possible. This process will also include an evaluation of our current operations to identify areas where we as a Society are not meeting our members' needs, and the development of plans for how to better fulfill this mandate.

The introduction of a bookkeeper into to Engineering Society will allow for very accountable financial procedures and will also lead into the accountability that an incorporated Engineering Society will require. The incorporation of the Engineering Society will limit the liability of the engineering student body as well as creating a professional Society. This has been a pet project for the president every time the discussion has occurred. I will look into the needs of the students as well as the relationships that exist on campus and how those will change should the Society incorporate.

Finally, throughout the year I will strive to improve the methods and quality of communication between the Society's leadership and its members, both at large and in the alumni community. I will also continue to cultivate the Society's image as a leader on campus in terms of innovative student initiatives, and across the province and even country in terms of a progressive student organization whose members will undoubtedly go on to play pivotal roles in engineering, business, and society as a whole.

## ***2.0 Objectives, Goals, Strategies, and Measures***

<b><i>Objectives</i></b>	<b><i>Goals</i></b>	<b><i>Strategies</i></b>	<b><i>Measures</i></b>
- <b>Feasibility of Incorporation</b>	Determine if the structure of EngSoc would meet all	Research the requirements for incorporation	Requirements to be outlined by end of summer

	corporation requirements	Make policy and personnel changes as necessary	Have the society ready for incorporation by end of January
	Determine change in roles with other bodies (AMS, Faculty).	Engage in discussion to ask the hard questions about our roles.	Conversations to be had through fall semester.
<b>- Improve relations with External Groups</b>	Develop relationship between current Queen's engineering students and Queen's Engineering Alumni	Keep alumni up to date on the Society's activities with a periodic alumni newsletter/state of the society letter	Release one newsletter in summer, one newsletter in winter
		Host a networking dinner for current students to meet and interact with alumni	Host dinner with minimum 30 students and 15 alumni
	Improve relationships with the City of Kingston and Kingston residents	Create better awareness of existing EngSoc initiatives such as the Terry Fox Run and Go Nuts	Have notice on EngSoc website, announced at AMS Assembly, place TIFR in Golden Words, suggest take out ad in Wig or Kingston Paper
	Work with other student organizations to augment our reputation and improve our own practices.	Ensure open communication with other student governments on campus through regular contributions/reports to AMS Assembly, President's Caucus, and other student committees, along with individual meetings on a regular basis.	Attend all AMS Assembly meetings and all AMS President's Caucus, meet one-on-one with student representatives at least monthly
		Build dialogue with other engineering societies through participation in external organizations such as the CFES and ESSCO	Attend ESSCO AGM and PM, along with CFES Congress. Participate in at least three ESSCO teleconferences
	Deliver quarterly reports outlining the successes, failures, opportunities, and threats currently facing the Society	Compile information from Executive and Directors on activities in their portfolios	Receive portfolio summaries four times this year (July, September, December, February)
		Draft all-encompassing document outlining the state of the Society	Prepare and release document at end of September, July, December, and February
<b>- Marketing &amp; Self-Promotion</b>	Alert the Engineering Student Body about what EngSoc does and how it helps	Create signage, engage in class talks, chalk signs, salt water signs.	Use the EngSoc events poster at all events, hiring fairs and through frosh week
	Market the benefits about getting involved	Class talks, website information, get the message across to the first years and it will trickle through the members	Have a refined EngSoc involvement spiel to give anyone that wants to listen by end of summer. Highlight key involvement benefits.
<b>- IT</b>	Evaluate the sustainability of the new Director of IT	Conduct a review of IT operations	Engage discussion with DoIT and VPSA about IT.

	position		have review report complete for end of December
		Create a long-term strat plan for the Director of IT position	Have multi year long-term strat plan written for end of January. (Help from VPSA and DoIT)
	Update website content to inform EngSoc members about the Society	Through the summer, learn all about the Society to be able to inform others with appropriate content	By summers end, have majority of EngSoc content online.
- <b>Sponsorship</b>	Develop a partnership with CU Advertising to solicit corporate sponsorship	Create promotional material to be distributed to potential sponsors	Create promotional material in cooperation with CU Ads by end of summer
		Identify key opportunities for sponsorship	Compile a list of opportunities with input from Exec, services, event chairs by end of summer
	Develop relationships with companies and corporations and create sponsorship opportunities with the Society. (Ex: Events, Clubs, Teams, Society)	Examine potential sponsorship opportunities within the Society.	Have Society Sponsorship Package/Opportunities complete by end of September
		Begin discussion with Engineering Companies that are looking for qualified graduates from Queen's	Have strong relationships and ties with two large companies (different sectors) by the end of February.
- <b>Clean Up Structure (looking for dead-wood)</b>	Conduct a review of Executive, Director, and Officer structure and streamline where possible	Review responsibilities of all members of Executive, Directors, and Officers and identify areas of overlap or redundancy	Establish agreed-upon description of duties with all Executive, Directors and Power Officers by end of August
		Create report outlining findings and providing recommendations for change, and consult with E/D, Council, and Board for feedback	Present report at fourth Council of first term along with proposal for any changes required
	Work with Executive and Directors to conduct a review EngSoc's operations and groups and evaluate their success, efficiency, and benefit to students	Construct plan to implement any changes deemed necessary and write policy according to feedback	Present any resulting policy changes at first Council meeting of second term
		Create a report of any findings and provide recommendations for changes, including any mergers, joint initiatives, or the cancellation of any activities	Present report at Annual General Meeting to be implemented by future Executive
- <b>Clean Up Financial Structure</b>	Hire a bookkeeper to maintain EngSoc financial books and records	Write EngSoc policy for bookkeeper activity	Policy complete by summers end
		Interview bookkeeper firms to determine appropriate fit	Interview bookkeepers through August and have

			transition by September
- <b>Clean Up Transition Process</b>	Properly and fully transition the incoming Executive and Director team using the new practices.	Follow through with hard deadlines for all transition documentation.	Ensure all manuals are in on time with adequate notice
		Have E/D create transition timeline for their successor	Have all timelines by campaigning period

### ***3.0 Key Action Plans***

When looking at the feasibility of incorporation, determine the change in roles with external bodies.

Once the framework for the Society will fit with the requirements of a corporation, discussions with the University, the Faculty and the AMS need to address if there would be a change in the way that these bodies interact with the Engineering Society. These discussions will cover, but not exclusive to, the following topics: insurance, team space, services space, Clark Hall, and responsibilities to these bodies.

Develop relationship between current Queen's engineering students and Queen's Engineering Alumni

With the cancellation of homecoming, it will be very important to maintain our link with our passionate alumni. The development of an Alumni Gala will create a new opportunity for the alumni to interact with the students and for the students to interact with the alumni. The gala would require dedicated alumni to attend the event that will be held in the winter semester.

Remain accountable to the alumni with state of the society reports/alumni newsletters. These letters will be quarterly reports that outline the activities of the society, services, clubs and teams.

Improve relationships with the City of Kingston and Kingston residents

The Engineering Society does a lot for the community but still there is the stigma that engineers are the 'bad-apples' in the crowd. When there is a large collection of people and only a few GPA's in the crowd, the entire group are called engineers. This could be a good thing if the group is helping the community, say, picking up garbage or painting a fence. Properly marketing just how much we do for the community will play an important role in improving our relationships. Student initiatives like Go Nuts or the Terry Fox Run, which are both events that the Engineering Society run, are events that exist in the community but are not known that they are run by engineers. The stigma around engineers can slowly be removed by maintaining our community initiatives.

Develop relationships with companies and corporations and create sponsorship opportunities with the Society. (Ex: Events, Clubs, Teams, Society)

Sponsorship for the Society or other opportunities within the Society (ex: Teams, Clubs) will create new forms of cash flow coming into the Society. The Society in general would benefit from this by creating further opportunities and services within the Society. As for Teams and Clubs, Teams could delve into more expensive manufacturing methods or better materials for their constructions.

A Society sponsorship package would enable interested companies an opportunity to learn more about the Society, which would better our reputation within the community, as well as allowing them to see that we are a professional organization, interested in developing. The package would include a large section about the Society, but also include our services, team, clubs and groups that exist within the Engineering Society.

Work with Executive and Directors to conduct a review EngSoc's operations and groups and evaluate their success, efficiency, and benefit to students

A review of the EngSoc operations will allow the Society to have an objective view of the Society, seeing which groups have maintained their alignment with the Society and which haven't. This would allow the Engineering Society to redirect its funding towards initiatives that maintain their original mission statement that was in alignment with that of the Society.

The Engineering Society hierarchy would be looked at to see if all positions need their 'titles' and whether there is room for expansion or a need to simplify the structure. This review would lead the current, and possibly, next executive in deciding summer opportunities, year-long opportunities, and places for improvement.

Hire a bookkeeper to maintain EngSoc financial books and records

The bookkeeper project is a project that was remaining from last year's permanent staff proposal. The Society is first in need of cleaning up its' own books before we can have someone else maintaining the cleanliness. If our books are in shambles, the bookkeeper would be at a loss and not be able to do their job.

A proposal for the bookkeeper has gone out to interested firms and we have interviewed all potential applicants. The next step is to decide on which firm and to incorporate them into the Society.

The bookkeeper policy will be important documentation that will guide the way in which the bookkeeper interacts and functions within the Society. The policy will outline just what their job description will entail and what the Society will require from them.

Properly and fully transition the incoming Executive and Director team using the new practices.

This is the final goal for the year, but it is one of the most important. A proper transitioning is crucial for the Society to continue growing throughout the years. Last

year there was a large effort to change the manuals but this year will be more about the face to face transitioning. Unfortunately, transitioning is a harder task than it may seem. The transition manuals for the incoming E/D team will be completed by the time they are elected and the following 2 months will include meetings with the successors, try to pass on all the information that we have gained over this year.