



INSPIRE ADAPT GROW

The Student Association
Strategy 2021-2023

PRESENTED BY THE SAGBC.

Our 2 year
recommitment to
change, growth
and progress.

Identifying
strategic priorities
through a shifting
policy environment.

Recommitting
to transparency,
responsibility and
responsiveness.





Facilitating cooperation among all students and student groups.

Providing a democratic forum for your voice.

Building a united student movement regardless of gender, religion, ethnicity, language, ability, sexual orientation, age or socio-economic status.

Promoting awareness of pertinent College activities and policies.

Providing support and accessibility.

INSPIRE ADAPT GROW

2021-2023

Recommitting the organization to being a responsible and responsive partner within the student movement.





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Equity, Diversity & Inclusion. Innovation. Transparency. Community.

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We recognize that as many of us are settlers on this land, it is our collective responsibility to pay respect and recognize that this land is traditional territory of the Mississauga's of the Credit First Nation and that we are here because this land was occupied. In recognition that this space occupies colonized First Nation territories, and out of respect for the rights of Indigenous people, it is our collective responsibility to honor, protect and sustain this land

INTRODUCTION

In March 2020, the Student Association of George Brown College (SAGBC) implemented a strategic planning process to identify its priorities. A shifting policy environment and the arrival of the coronavirus pandemic made this work particularly urgent. The strategic planning process included extensive consultation, data collection and several working sessions.



SAGBC STUDENT SURVEY

Distributed in April 2020, resulting in 2,482 responses

KEY STAKEHOLDER INTERVIEWS

Conducted with 20 persons between April-August 2020

KEY STAKEHOLDER SURVEY

Distributed in May 2020, resulting in 20 responses

FOCUS GROUPS

(4) focus groups conducted 19-20 August 2020

SAGBC TOWN HALL SESSION

Held on October 22, 2020

STRATEGIC PLANNING SESSION

Held on January 9, 2021



Findings were reviewed and discussed with the SAGBC Board, Executive leaders and members of the SAGBC.

Rather than a traditional 5-year strategic plan, the Strategic Direction focuses on responding to priorities over the next two years. Grounded in our values and mission, this document recommits the organization to being a responsible and responsive partner within the student movement, while maintaining our openness to change, growth and flexibility.



MESSAGE FROM THE BOARD OF DIRECTORS & MANAGEMENT

We are pleased to present our 2021-2023 Strategic Direction of the Student Association of George Brown College. Our Strategic Direction is an aggregation of processes that commenced in March 2020.

After months of bold conversations, surveys, focus groups and extensive brainstorming sessions, we concluded the Strategic Direction this winter with a new mission, vision, and values for our organization.



Our sincere appreciation goes out to everyone who participated in our strategic planning process. The invaluable contribution from our student community, our key partners, employees and alumni of the organization ensured the development of realistic and attainable goals that align with the needs of our student members.



The Strategic Priorities in this document highlight our core focus over the next two years which are student engagement, sustainability, innovation, transformation and learning, and organizational development.

The expansion and personalization of student programs that meet the needs of our George Brown College student community are critical to our organization as we continue to evolve.



We will continue to uphold our values and guiding principles to ensure we meet our mission, vision and the three strategic priorities identified in the Strategic Direction report.

Our Strategic Direction is programmed to evolve in order to meet the needs of our George Brown College student community.

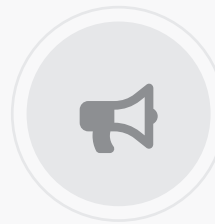
OUR MANDATE

The Student Association functions as the central student government representing the interests of all George Brown College students. The Student Association focuses on representation, advocacy, delivery of services and the operation of businesses to support its overall mandate.



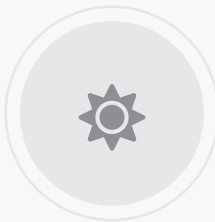
BUILD

To build a united student movement among the students of George Brown College regardless of gender, religion, ethnicity, language, ability, sexual orientation, age or socio-economic status.



VOICE

To provide a democratic forum to voice students' concerns and issues.



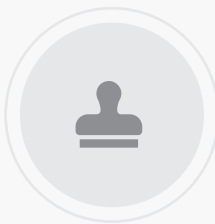
OPPORTUNITY

To provide the opportunity for students to unite in various student groups to address concerns specific to particular constituencies of the Student Association.



COOPERATE

To facilitate cooperation among all students and student groups to work towards common goals on a cooperative basis.



REPRESENT

To voice the students' perspective on issues at the College, municipally, provincially, and federally and to represent the students' interests at all levels.



AWARENESS

To promote awareness of pertinent College activities and policies.



SUPPORT

To strive towards a high-quality education by providing optimal support services accessible to all students.
(Constitution 2020, a. 2, s. 1)

The Student Association's basic objectives (above) continue to guide our forward-looking Strategic Direction.

Evolving with You

2021-2023

The SAGBC's Vision, Mission and Values continue to evolve to meet the needs of our student constituency and stakeholders.



Surveys, focus groups and interviews provide the SAGBC with a constant feedback loop to ensure that your voice is heard.



Town Hall sessions provide an open forum to publicly and transparently serve students.



VISION

STUDENTS ARE EMPOWERED TO
INFLUENCE A JUST WORLD.



MISSION



WE ARE THE STUDENTS OF GEORGE BROWN COLLEGE, COMMITTED TO SUPPORTING EACH OTHER IN THE STRUGGLE FOR STUDENT RIGHTS, THE PURSUIT OF QUALITY EDUCATION AND THE PROVISION OF SERVICES IN A SAFE, ACCESSIBLE AND EQUITABLE ENVIRONMENT.

OUR COMMITMENT TO PROGRESS

Our current mission statement was reviewed through the strategic planning process and a proposed change has been brought forward to the Board and will be proposed to the members as an amendment to the Constitution at the General Meeting.

VALUES

Our organizational values are designed to reflect the role we play in advancing the student movement and have the utmost respect for our stakeholders.



The SAGBC works with students to pursue opportunities that are open to change, in order to grow and learn as an organization.



Equity, Diversity and Inclusion

Diversity drives our mission to serve students. We work to ensure that students of all identities see themselves reflected in everything we do.



Innovation

Through our curiosity and willingness to embrace technologies and out-of-the-box thinking, we strive to be a relevant and responsive organization.



Transparency

SAGBC activities are open and transparent, providing accountability for delivering programs, services and business practices with honesty and integrity.



Community

We convene spaces and deliver programs that foster creativity, accessibility and belonging.

GUIDING PRINCIPLES

The SAGBC effectively communicates our guiding principles to every member of the organization to help guide the moral framework of the activities we perform.



Student-driven

We will advance the student movement by amplifying student voices, interests and concerns. We will maintain our commitment to student governance and leadership through the delivery of our programs and services. We are a conduit through which students pursue what matters to them most.



Innovation

We will modernize our business approaches and service delivery by responding to student needs and preferences. We will diversify our communication channels using up-to-date technology and platforms, while improving organizational effectiveness, staff performance, relationship-building and efficient operations. We will work toward achieving deeper levels of accountability, professionalism, department-level planning and adherence to high standards.



Partnership & Collaboration

We view students as key partners who are uniquely positioned to be agents of change. We build relationships and collaborations that realize opportunities for students. Our approach to establishing partnerships is based on mutual respect and reciprocity.



Evidence Based Approaches

We make program and service decisions based on both qualitative and quantitative data. By listening to students, we ensure that our policies, programs and services are informed by their lived experiences.

STRATEGIC PRIORITIES

The SAGBC strives to address multiple strategic priorities through undertaken initiatives.



PRIORITY 1:

Build Connections within an engaged student community



PRIORITY 2:

Invest in people, technology and processes that lead to digital transformation



PRIORITY 3:

Promote organizational learning and development, sustainability, strategic recruitment and high-performance teams



Each strategic priority contains specific action points designed to provide transparency and accountability in decision-making.

STRATEGIC PRIORITY 1:**Build Connections** within an engaged student community

Diversify and customize student programs and services based on student data and input.



Build and develop strategic partnerships and collaborations that help students succeed personally and academically.



Increase accessibility and inclusion in everything we do.



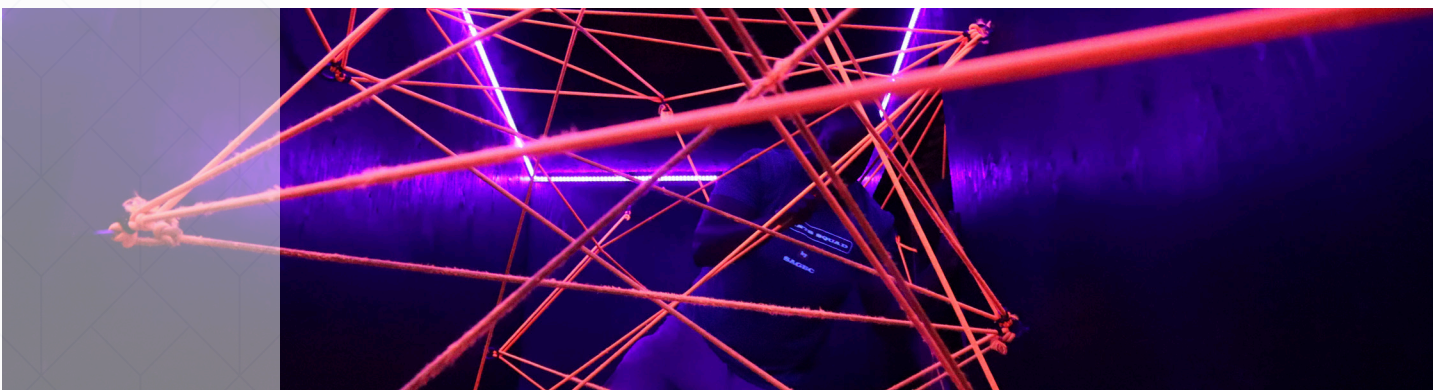
Develop a Student Engagement Framework.



Increase engagement with students through digital content.



Build welcoming, supportive and engaging spaces for students.



STRATEGIC PRIORITY 2:

Invest in people, technology and processes that lead to digital transformation

Optimize use of technology and digital platforms to enhance existing programs and activities.



Create pathways for continuous feedback and input across the organization.



Build digital platforms that amplify student voices, tell our story and describe our impact.



Convene opportunities for peer-to-peer dialogue that foster student community.



Review existing communication guidelines in order to build a brand that is relevant, creative and bold.



STRATEGIC PRIORITY 3:**Promote** organizational learning and development, sustainability, strategic recruitment and high-performance teams

Ensure equity, diversity and inclusion strategies are implemented and integrated throughout the organization.



Explore new ways to enhance performance and accountability measures that align with strategic directions.



Increase knowledge and capacity with respect to working collaboratively across the organization



Pursue revenue diversification that strengthens sustainability and financial viability.



Improve program and service delivery through evidence-informed approaches.



Implement a governance review process that helps us to achieve our goals and models student decision-making, representation and democracy.





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416-415-5000 EXT. 4730

ST. JAMES CAMPUS

200 KING ST. E. – ROOM 147
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WATERFRONT CAMPUS

51 DOCKSIDE DR. – ROOM 033
416-415-5000 EXT. 5360

RYERSON CAMPUS

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