

## SCANS STRATEGIC PLANNING 2015

**VISION:** A community of senior life-long learners in Nova Scotia.

**MISSION:** The Seniors' College Association of Nova Scotia (SCANS) is dedicated to the life-long learning of its membership of seniors (50+) by offering affordable non-credit academic courses in a social setting in communities throughout Nova Scotia.

GOALS	OBJECTIVES	INITIATIVES	PRIORITY
1. Board Recruitment & Development with emphasis on creating and supporting strategic direction	- Revisit Board structure contributing to the strategic direction of SCANS	- Establish and implement a Board plan that further defines roles, responsibilities, procedural efficiencies and the need for Board member orientation, recruitment, and succession planning.	1
2. Manageable growth of membership through focused programming supporting member's interest.	- Board to determine the level and rate of growth for members and Chapters over the next 3 to 5 years.	- Establish a committee to determine the types of growth for SCANS. - Establish a committee to create an effective communications plan directed at current members and the prospects of new members supporting manageable growth. - Establish a marketing plan that builds on SCANS strengths of: existing membership base; positive feedback; requests for courses in a social setting; and perceived 'high value' from members. - Increase the number of volunteers that will contribute to the planned growth.	2
3. Establish innovative methods to enhance and simplify delivery of courses that support our vision.	- Create 2 to 3 process enhancements contributing to curriculum creation and/or delivery improvements.	- Establish a committee that researches similar North American learning associations for ideas that meet current organizational challenges with course delivery, capacity and logistics. - Establish a committee that provides Board members innovative technology solutions supporting long-term growth objectives. Some consultations should take place with people in their 20's to provide a different experience with and ideas about technology (i.e. Social Media knowledge and expertise). - Establish a development plan focused on enabling instructors to more effectively create curriculum content and more efficient methods of course delivery.	6

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<p>4. Database development with the capacity to organize, store and maintain membership details, curriculum, recruitment, surveys, and general feedback.</p>	<ul style="list-style-type: none"> <li>- Research and procure necessary access to a database solution supporting the data needs of the Association.</li> </ul>	<ul style="list-style-type: none"> <li>- Establish a committee to develop the requirements for a database 'project' that would include: procurement details; database selection criteria; recruitment of volunteer(s) to develop, maintain and support the database.</li> <li>- Determine resources for financial support of the database project.</li> </ul>	<p>5</p>
<p>5. Create a variety of partnerships that contribute to the financial sustainability of SCANS.</p>	<ul style="list-style-type: none"> <li>- Develop a planned approach to solicit institutional, government, and corporate partners contributing to further managing cost to members and course delivery site options.</li> <li>- Research options for new funding models based on partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>- Create a committee with the responsibility of establishing and implementing a plan to enhance and gain partnerships in areas such as course space, technology financial sponsorship, project funding, and program funding.</li> </ul>	<p>3</p>
<p>6. Develop a Communications strategy to align with the SCANS mission and strategic direction.</p>	<ul style="list-style-type: none"> <li>- Develop a Communications Plan with a defined set of criteria to support the Board's strategy.</li> </ul>	<ul style="list-style-type: none"> <li>- Establish a Communications committee (internal and external representation) to acquire expertise to define a plan that supports the SCANS brand and mission.</li> <li>- Implement the Communications plan.</li> <li>- Create a set of measures and reports that provide timely feedback to the Board on the progress of the Communications plan approved objectives.</li> </ul>	<p>4</p>