

Supporting the Asper School of Business at the University of Manitoba for over 15 years



leadership

professional development

RELATIONSHIPS fun

educatio

community network

three year strategy
2009 | 2010 | 2011

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Introduction to the Three-Year Strategy

Through a series of sessions and direct feedback in 2009, this strategy document was developed to guide the collective efforts of all members and especially the Board of Directors of The Young Associates.

The Young Associates are a premier network of young leaders who share the Asper School of Business' commitment to the education and professional development of the business community. The Asper School of Business continues to evolve to meet the needs of that community with the help and support of The Young Associates...

The Young Associates

The Young Associates are affiliated and work in collaboration with the prestigious Associates program.

In 1982, Roland Grandpre, Dean of the University of Manitoba's Faculty of Management, recognized the great potential in establishing strong connections between the Business Community and the Business School. Over one hundred of Manitoba's corporate leaders joined to create the Associates of the University of Manitoba's Faculty of Management now the Asper School of Business.

The Young Associates was created in 1993 to provide the same network for ideas, experience, education and support of the School among the next generation of business leaders.

Bridging Young Leaders with Future Success

Our economic growth is closely tied to the strength of our local business community, and that force grows from education, professional development, and relationships amongst business leaders; people with all levels of expertise and experience.

The Young Associates are the link between young leaders and the future of business in Manitoba.

Why the Asper School of Business?

The Asper School of Business is the only post-secondary institution in Manitoba dedicated to serving all of the higher-order business education needs of our economy.

The School is at the center of economic activities in our province, while making important contributions to Canada and the world through its relevance and excellence in teaching and research.

The Asper School of Business is also the largest source of future business leaders in this province, and one of the strongest providers of education to business professionals of all ages and backgrounds.

The Young Associate's financial and non-financial support of the School ensures it can continue to maintain relevance and excellence in all they do.

University of Manitoba Business School Foundation

The University of Manitoba Business School Foundation's purpose is to raise, invest, and allocate funds for the enhancement and advancement of business education at the Asper School of Business.

Accomplished through the work of the Associates and the Young Associates

The Young Associates of the Asper School of Business

The Young Associates of the Asper School of Business

Vision

To be the premier network of young leaders who are dedicated to supporting the Asper School of Business

Mission

To provide exceptional educational and social forums for professional development and relationship building for young, business and community-minded leaders

Critical Elements of the Strategy

The strategy is shaped by *five essential conditions* and *seventeen goals* that were defined in strategic sessions that assessed The Young Associates' priorities over the next three years.

The essential conditions help create a sustainable program that can support the Asper School in a meaningful way into the future while balancing the needs and value for all members of The YA.

Stakeholders include every current and potential YA Member, the Associates, the School (Students, Faculty, and Staff) and the greater Business Community.

1) Create Utmost Value for all Members

- a) Bring a sense of contribution to every member
- b) Elicit group recognition with all stakeholders
- c) Create forums for network growth and enhancement
- d) Increase relationship-building efforts with all stakeholders
- e) Hold quality professional and leadership development programs
- f) Create an atmosphere of camaraderie & fun

2) Attract & Focus on Future Leaders

- a) Attract those who share a vision of a greater business community
- b) Build active participation in the community
- c) Promote career-building here in Manitoba

3) Increase Financial Support to the School

- a) Increase sponsorship
- b) Undertake projects or initiatives to meet the School's priorities
- c) Consider and select congruent options for support

4) Increase Non-Financial Support of the School

- a) Increase School involvement
- b) Increase Student interaction
- c) Increase collaboration

5) Exemplify the Best

- a) Promote an image of prestige and value
- b) Reputation as the best organization for future leaders

Objectives

The current Chairs of each Committee were asked to come up with some immediate ideas to support and achieve the goals and priorities. Each Committee will then take these focus points and create team objectives that are more specific wherever possible and decide on the right approach (how) and timeline (when) to accomplish each.

Objective	Supports Goals
PROGRAMMING	
To use unique, memorable venues for events when possible	1e 1f 2a 5a 5b
To find appropriate programs to enhance the relationship with Associates, the School, and the Community	1b 1d 2a 2b 2c 4a 4b 4c 5a 5b
To ensure the highest quality programming including high-profile speakers	1b 1c 1d 1e 1f 2b 5a 5b
To analyze past trends in programs and events to apply to a program strategy	1c 1d 1e 5a 5b
MEMBERSHIP	
To increase the number of new members	2a 3a 3b 3c 4a 4b 4c 5a 5b
To outline a strategy for member retention	2a 3a 3b 3c 4a 4b 4c 5a 5b
To create a recruitment strategy	1d 2a 2b 4b 4c
To use events as forums to build membership	1d 1f 2a 2b 4b 4c
FINANCE & ACCOUNTING	
To balance the budget where membership fees cover the cost of operations	1d 3a 3b 3c 5a 5b
To ensure fundraising funds are used solely toward our contributions to the School	1d 1f 3a 3b 3c 5b
COMMUNICATION	
To increase the profile of the YA in the business community	1a 1b 2a 2b 2c 5a 5b
To research the needs and interests of all members	1a 1f 3c 2a 5a 5b
To promote leadership development and career building in Manitoba	1b 1e 2c 5a 5b
To communicate sponsorship and involvement in School activities	1a 1b 1d
AWARDS / FUNDRAISING	
To create a process to effectively select sponsorship and involvement in School activities	1a 3a 3b 3c 4a 4b 4c
To create a new Fall fundraising event	1d 1f 2b 3a 3b 3c
To implement a program to formally manage the relationship with our sponsors	1b 3a 3b 3c
EXECUTIVE	
To bring value to Board Members with a focus on professional development and profile	1a 5b