
SCAA 2020 - 2024 Strategic Plan

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SCAA 2020-2024 Strategic Plan

Mission

The SCAA promotes Saskatchewan's documentary heritage through leadership, support and education of archives and archivists

Vision

By 2030, SCAA will be recognized and appreciated by our members and the public as a key heritage organization in Saskatchewan.

Values

- SCAA embraces diversity as a key value of our organization and across our membership
- SCAA is flexible and responsive to members in terms of changing demographics and technology
- SCAA offers a platform and venue for connecting, collaboration, and participation for our members, heritage interested individuals and institutions, and related organizations

Goals:

1. Refine governance systems
2. Improve programs and services
3. Expand human and financial resources
4. Enhance communication with members
5. Increase awareness of value and use of archives

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Goal 1:	Refine governance systems							
Objectives	Measures	Targets	2020-21 Activity	2021-22 Activity	2022-23 Activity	2023-24 Activity	Assignee	Resources
Finish governance revisions	Board evaluation	Satisfactory rating from Board	begin committee function and reporting review; complete governance review	Remaining policies and functions reviewed Complete committee function and reporting review	Evaluate and modify as needed	Continue monitoring policies	Governance Committee, Executive Director	∅
More diversity on board	Add greater number of Board or committee members from groups traditionally under represented	Increase in representation from these groups	Identify underrepresented groups to target for recruitment	Contact to put names forward	Evaluate and modify as needed	Evaluate and modify as needed	Nomination Committee and Diversity Working Group	∅
Formalize staff feedback	Receive staff feedback	Positive staff feedback and retaining staff	Research effective way to get feedback	Implement	Reflect and revise	Implement	Governance Committee (or Board)	∅

Goal 2:	Improve programs and services							
Objectives	Measures	Targets	2020-21 Activity	2021-22 Activity	2022-23 Activity	2023-24 Activity	Assignee	Resources
Continue current programs	Member satisfaction survey	80% rating	Create and conduct survey	Continue as needed	Continue as needed	Continue as needed	Committees and staff	Budget allocations
Evaluate current programs and services	100% of programs and services evaluated by 2024	75% satisfaction rating	Develop evaluation criteria	Select program(s) to evaluate Evaluate 20% of programs and	Changes as necessary Evaluate 40% of remaining	Changes as necessary Evaluate remaining 40% of	Committees and staff	0

				services	programs and services	programs and services		
Create new programs	Membership needs survey	Identify target	Membership survey conducted	Pilot Project Planned	New Program Piloted	Evaluate and Modify	Board and staff	Budget allocation
Improve participation of diverse and under-represented communities	The number of diverse individuals/organizations based on self-identification on SCAA program and services surveys. Planned conversation with identified organizations	Increase participation of diverse groups to be more reflective of the makeup of our profession and province	1. Membership survey 2. Add self-identification to all participant feedback tools 2. Identify target organizations	Begin conversations with target organizations	Review results of promotion; continue encouraging target organizations	Re-evaluate	Diversity group Nominations Committee	Budget Allocation for committee travel

Goal 3:	Expand human and financial resources							
Objectives	Measures	Targets	2020-21 Activity	2021-22 Activity	2022-23 Activity	2023-24 Activity	Assignee	Resources
Seek non-lotteries grant revenue	Percentage of revenue	Additional 5% non-grant revenue	Investigate corporate sponsorship, other grants, donations, new or existing programs	Analysis of research and present to Board for decision (business case)	Implement and evaluate	Continue with improvements as necessary	Treasurer, new Revenue Committee, Executive Director	Ø
Increase membership	Number of members	Increase membership by 5% by 2023-24	Promote through current channels Analyze trends in membership	Formalize membership recruitment process include promotional materials Develop online membership application	Launch program	Review and continue	Staff	Increase promotion budget, membership budget

Increase volunteer base	Number of volunteers	TBD based on current number of volunteers	Revise terms of reference for Nominations Committee	Develop volunteer recruitment and retention package	Launch program	Review and continue	Nominations Committee Governance Committee	Ø
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Goal 4: Enhance communications with members								
Objectives	Measures	Targets	2020-21 Activity	2021-22 Activity	2022-23 Activity	2023-24 Activity	Assignee	Resources
Assess current communication tools	Members Boards and committee evaluate Listserve, blog, social media, website	80% rate increase followers and engagement on online platforms	Create membership survey	Evaluate all communication tools	Pick bottom 2 tools and revise process	Next 2 tools are revised	Board and staff	Budget allocations
Create plan for communication i.e. social media	Communication strategy created based on Member Survey results Online stats	Increase followers and increase stats on online platforms. Anecdotal evidence of engagement		Use results of membership survey and communication tool evaluation to Create communication plan	Complete communication plan and implement	Evaluate communication plan	Board and staff, Consultant	Budget allocation for Consultant
Explore new communication tools	Membership survey. Internal evaluation of other tools	Highest rated unused tool		Use results of membership survey identify other tools	Implement pilot of new tool	Review	Board and staff, Consultant	Budget allocation for Consultant
Networking opportunities	Increase participation and engagement of members in non-central/major centers	Board/staff attend 2 regional meetings per year outside of Regina/Saskatoon	Attend MAS regional meetings and review	Continue to attend MAS regional meetings or seek alternative	Evaluate	Draft membership survey to explore effectiveness of approach	Board and staff	Board and committee meeting budget

Goal 5:	Increase awareness of value and use of archives							
Objectives	Measures	Targets	2020-21 Activity	2021-22 Activity	2022-23 Activity	2023-24 Activity	Assignee	Resources
Create new partnerships	Number of partners	One new formal partnership	Identify potential partners	Contact potential partners to investigate opportunities	Shared program or service	Evaluate and continue dialog	Board	Board and committee meeting budget
Communities will value their archives	Baseline of value	Social media traffic increase, statistics from public events	Formalize tracking of online statistics	Evaluate all communication tools	Pick a platform for promotion campaign and create content	Analyze new year's statistics Revise program	Public Awareness Committee and staff	∅