

# Strategic Plan

## WESTERN ENGINEERING STUDENTS SOCIETIES' TEAM

2023 - 2025



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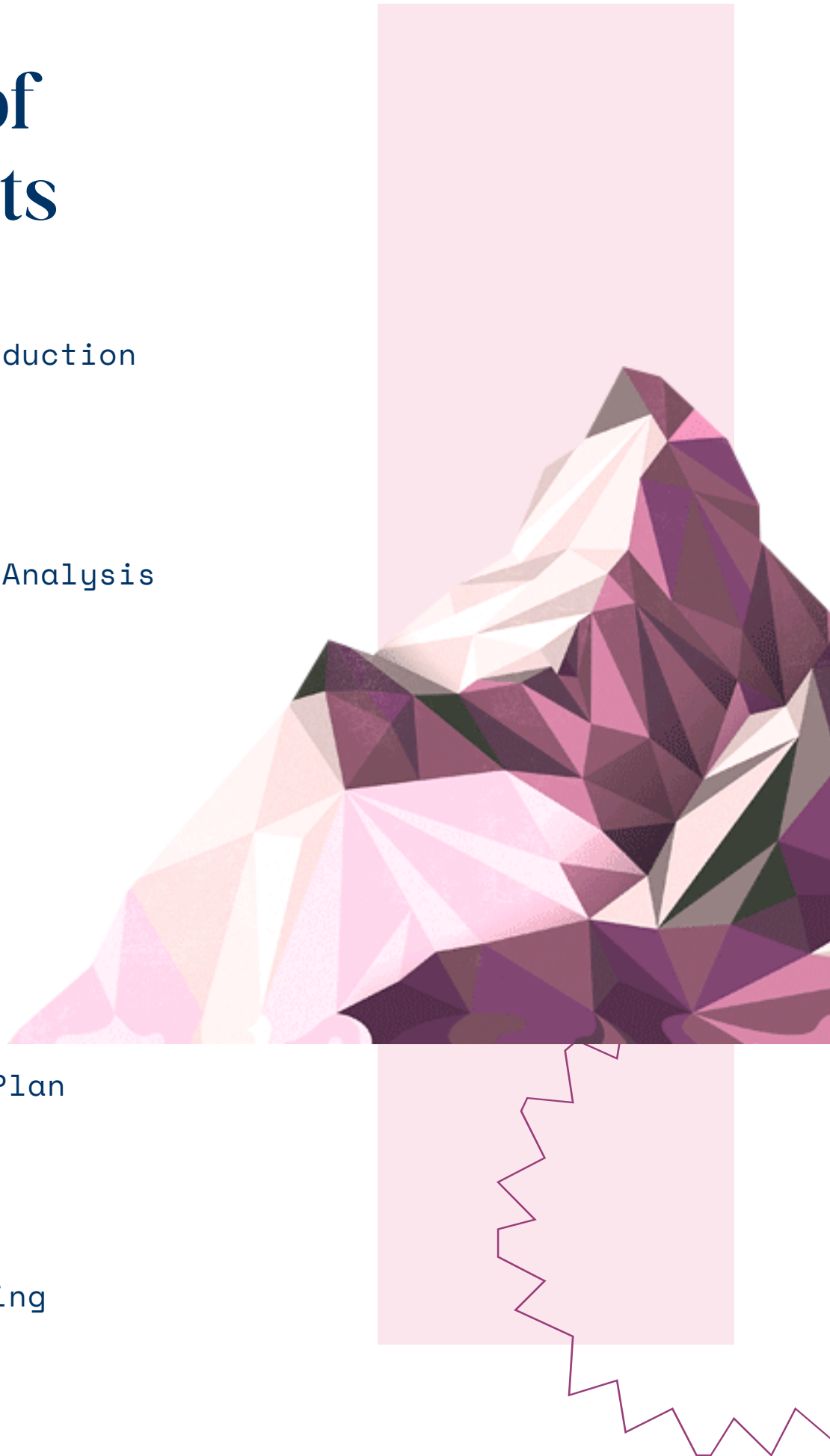
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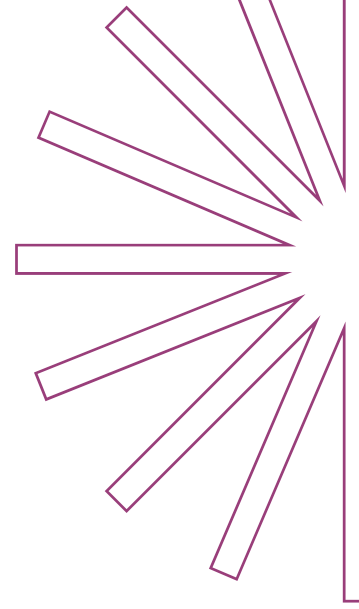
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# 1.0 Introduction



The Western Engineering Student Societies' Team (WESST) is an alliance of engineering student societies across Western Canada. We consist of eleven member societies from eleven engineering programs.

WESST helps its member societies share expertise on organizing events, managing budgets and services for undergraduate engineering students.

This strategic plan was developed by the 2023/2024 WESST Executive with the best interests of the Western Engineering Students Societies' Team in mind. This plan was first reviewed at WESST EM 2023 and later adopted at WESST AGMR 2023.

The plan has been split into five priorities:

1. Student Society Support
2. Brand Awareness
3. Financial Support
4. Partnerships
5. Data-Driven Advocacy



## 2.0 SWOT Analysis

The following Strength, Weakness, Opportunities, and Threats (SWOT) Analysis for the Western Engineering Students Societies Team was created at Executives Meeting 2023 in Saskatoon, Saskatchewan. This analysis outlines the current workings of WESST and directed the points of the Strategic Plan.

### STRENGTHS

- Connection
- Spirit
- Member Diversity
- Advocacy Resources
- WEC
  - Transition for WEC Chairs included
- Willingness to Improve

The main theme of the strengths of WESST narrow down to the fact that members of WESST view each other as family and all strive for the success of the organization as well as each others engineering societies. The next main strength of WESST was the Western Engineering Competition (WEC). As the largest engineering competition across western Canada and the preliminary competition to compete in the Canadian Engineering Competition, it is seen as a strong incentive for members to join WESST.

## 2.0 SWOT Analysis

### WEAKNESSES

- Distance
- Communication
- Organization
- Media
- More Advocacy
- Lack of Directors

Members identified that there were many weaknesses that affect WESST currently. Themes such as the geographical distance between members, organization of WESST, and lack of advocacy efforts were all recognized as potential barriers that must be addressed within the new strategic plan.

# 2.0 SWOT Analysis

## OPPORTUNITIES

- Interest in Engagement
- Industry Involvement/Job Board
- Potential Sponsors
  - CIM (Mining Games)
  - Engineers of Tomorrow
  - APEG (Regulating Bodies)
  - ACEC
- Scholarships
- Differentiation Opportunities
- Student Society Support
- Rebranding/Marketing
- Small School Fund
- Support w/ Regional Competitions such as Judges

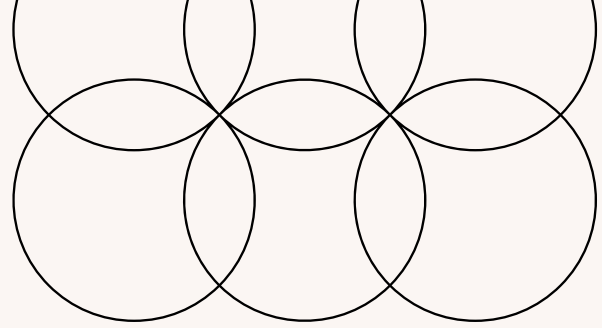
WESST has a large potential to increase its benefits for all members in numerous ways. By increasing student society support and a small school travel fund, it will allow members to send more students to WESST conferences. Through outreach to sponsors, companies, and potential partners, WESST can become more beneficial for member members who don't normally interact with WESST through our conferences.

## 2.0 SWOT Analysis

### THREATS

- Lack of Money
- Lack of Awareness
- Lack of Hosts
- Lack of Value
- Execution of Ideas

Although WESST sees large areas of success and opportunities, there are many threats that can affect the levels of accomplishment. The main threat is a lack of money to run the new funds and to run conferences. By not increasing awareness among students outside the engineering societies, the value of WESST decreases. Finally, if future teams do not hold the same goals as written in this strategic plan, the execution of ideas will not happen.



## 3.0 Goals

### **Official Goal:**

WESST provides an environment for member schools to exchange information and resources for the benefit of student leaders across Western Canada.



It also provides as unified voice of engineering students in Western Canada, representing its member schools to other student societies, industry, professional associations, and to the Canadian Federation of Engineering Students (CFES)


### **Goals of the Strategic Plan:**

1. Increase student society support;
2. Create effective brand awareness;
3. Develop strategies and policies for financial support of WESST events and activities;
4. Build meaningful partnerships that mutually benefit WESST, WESST members, and the organization; and
5. Develop efficient and effective advocacy efforts driven from data.



# 4.0 Plan

○○○ PRIORITY 1: STUDENT SOCIETY SUPPORT +



| GOAL | INDICATORS | MILESTONE |
|------|------------|-----------|
|------|------------|-----------|

|   |   |                          |
|---|---|--------------------------|
| <p>To increase competition support</p>                            | <ul style="list-style-type: none"> <li>• Creation of competition director</li> <li>• Availability of competition documents in public drive</li> <li>• Creation of competition channel in Discord</li> </ul> | <p>Year 1 (May 2024)</p> |
| <p>To increase access to member and WESST documents/resources</p> | <ul style="list-style-type: none"> <li>• WESST policy manual and constitution added to website</li> <li>• Table of Contents within member drive</li> </ul>  | <p>Year 1 (May 2024)</p> |



# 4.0 Plan

## PRIORITY 1: STUDENT SOCIETY SUPPORT

| GOAL  | INDICATORS  | MILESTONE         |
|---|---|-------------------|
| Sharing of resources/advice between similar positions | Quarterly meetings held virtually (September, November, January, March) | Year 1 (May 2024) |
| To increase communication between regions             | Increase discord by 20 people/school                                    | Year 2 (May 2025) |



# 4.0 Plan



| GOAL | INDICATORS | MILESTONE |
|------|------------|-----------|
|------|------------|-----------|

|   |  |  |
|---|--|--|
| <p>To increase recognition of WESST members to other members, organizations, and institutions</p> | <p>Member highlights on social media accounts each month</p>   | <p>Continuous</p>  |
| <p>To develop accessible marketing materials for all WESST activities</p>                         | <p>Provide posters for all WESSTs major events for members to use. Events include AGMR, EM, WEC, and any other applicable events</p> | <p>Year 1 (May 2024)<br/>Assess effectiveness in Year 2.</p> |
| <p>To increase WESST's online following</p>   | <p>Increase Instagram followers by 15% (Followers as of 09/11/2023 = 324)</p>  | <p>Year 1 (May 2024)</p>                                     |

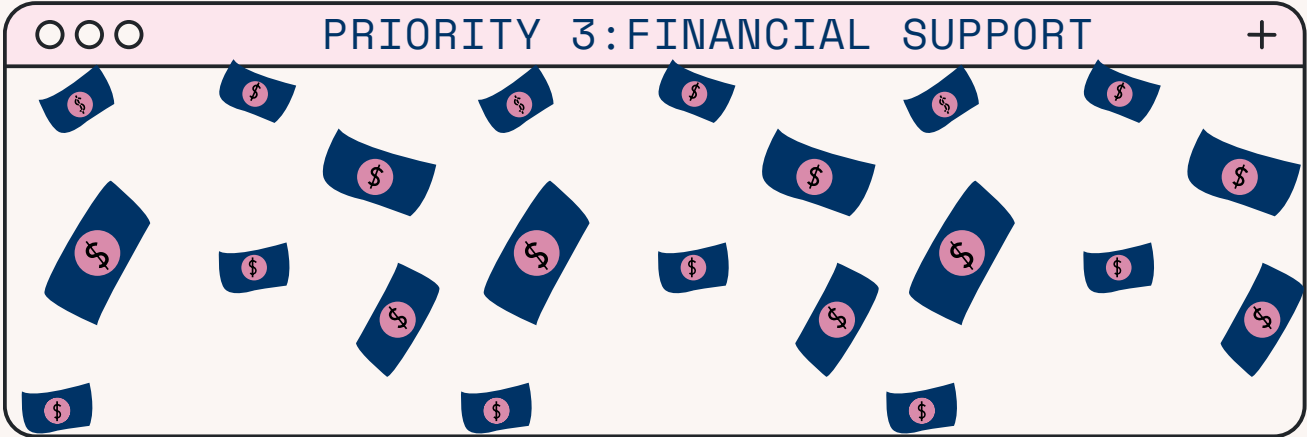


# 4.0 Plan

## PRIORITY 2: BRAND AWARENESS

| GOAL   | INDICATORS                                      | MILESTONE               |
|--|---|-------------------------|
| To develop branding that is easily recognized across all platforms | Creation of style guide for all marketing tools | Year 2 (September 2024) |

# 4.0 Plan



|             |                   |                  |
|-------------|-------------------|------------------|
| <b>GOAL</b> | <b>INDICATORS</b> | <b>MILESTONE</b> |
|-------------|-------------------|------------------|

|  |  |   |
|--|--|---|
| <p>Increase ability of WESST to contribute non-repayable funds to WESST activities</p> | <p>Increase sponsorship by 30% from 2022-2023 (\$500)</p>  | <p>Year 2 (May 2025)</p>                                    |
| <p>Develop ways to increase financial accessibility to conferences</p>                 | <ul style="list-style-type: none"> <li>• Creation of small school fund account</li> <li>• Creation of small school fund policy</li> <li>• Implementation of small school fund</li> </ul> | <p>Year 2 (May 2025)<br/>Assess effectiveness in Year 3</p> |
| <p>Develop ways to help members financial burden of engineering tuition</p>            | <p>Creation of a scholarship fund and policy</p>   | <p>Year 2 (May 2024)</p>                                    |

# 4.0 Plan

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PRIORITY 4: PARTNERSHIPS
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| GOAL | INDICATORS | MILESTONE |
|------|------------|-----------|
|------|------------|-----------|

|  |   |   |
|--|---|---|
| <p>Develop relationships with academic related companies to increase academic benefits for members</p>                                 | <ul style="list-style-type: none"> <li>• Have a contract agreement with at least one company that offers incentives or academic benefits</li> </ul> | <p>Year 2 (May 2024)</p>  |
| <p>Develop relationships with organizations with similar goals of WESST. Currently our only partnership is with Engiqueers Canada.</p> | <p>Have 3 active partnership agreements with mutual benefits.</p>   | <p>Year 3 ( May 2025)<br/>Assess partnerships every 3 years</p> |

# 4.0 Plan

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PRIORITY 5: DATA-DRIVEN ADVOCACY



| GOAL | INDICATORS | MILESTONE |
|------|------------|-----------|
|------|------------|-----------|

|   |   |                         |
|---|---|-------------------------|
| Gain access to data to support increased advocacy efforts   | Release of annual survey focused on a theme impacting current university students   | Year 1, 2, 3            |
| Create relationships to help benefit advocacy efforts       | <ul style="list-style-type: none"> <li>• Invitations to meetings to voice the student opinion at organizations such as the regulating bodies</li> </ul> | Year 3 (January 2025)   |
| Increase advocacy efforts and the ability to enable changes | Create an advocacy executive position/ remove advocacy director position  | Year 2 (September 2024) |



## 5.0 Closing

Every WESST EM, for the duration of the Strategic Plan, a session should be held to review the status of the Strategic Plan and any accompanying documents. Formal minutes, discussion points, and any resulting further actions will be recorded and relayed to the member schools.

At the end of the plan's term, a summative assessment for the plan should be completed on the outcomes of the plan. If deemed necessary, a new three-year strategic plan should be drafted to continue with long-term planning.

If you have any questions, please feel free to reach out to the 2023/2024 WESST Executive. We will be more than willing to answer questions to help with the plan's success.

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*Thank You.*

**2023/2024 WESST Executive**

