

THE ST ANSELM HALL ASSOCIATION



Into the 21st Century

Overview

- This document details some thinking for the Association's focus and purpose as an organization
- First considered in 2010, it looks to introduce strategic objectives into the Association's role and activity
- The proposed plan is for a five-year timeframe, from 2011 to 2016

Why a strategic framework?

Introducing aims and objectives into the Association's programme looks to achieve the following:

1. To **develop as an organization** with focus, not simply evolve
2. To be **seen as a serious player** by peers and stakeholders, including members and potential members
3. To offer a **defined and distinctive membership proposition** with clear benefits

The strategic framework: themes



Financial objectives

- Achieve annual surplus of 20%
- Re-register Trust Fund with Charity Commission
- Integrate Gift Aid and tax-efficient giving
- Enable e-payments
- Move to Direct Debit system
- Restricted fund for Preston Scholarship
- Increase student bursaries
- Wills and legacies campaign

Organizational objectives

- Robust and relevant constitution
- Payment system/membership arrangement to allow for overseas members (without UK or £ banking facilities)
- Increase membership to 1000+
- Online membership application process
- Effective and modern membership database
- Consistent and relevant membership records

Reputational objectives

- Publication and promotion of Hall History Vol II
- Full and active participation as University DDAR 2015 Chapter
- Be seen as a natural thing to do for students leaving Hall and 'dropped contacts'
- Articulate a clear and meaningful mission
- Identify key members and friends
- Be acknowledged by University and members for what we do and how well we do it

Beneficial objectives

- Review what we offer to members
 - Is it enough? Of value?
- Understand and (where possible) give members what they want or need: contacts, events, support, infrastructure
- Increase attendance at events (esp Summer Reunion)
- Consider possible external benefits (special rates, discounts, memberships, access)

How are we going to do it?

for discussion...

- ① Identify Committee member 'leads'
- ② Enlist others for support and assistance
- ③ Devise road map for structured and practical approach
- ④ Assign limited funds where appropriate
- ⑤ Establish metrics for measuring progress and success