

NASA Strategic Plan 2022-2024

NASA's mission and strategic plan serve as a focal point for all of our union's activities and convey the strategy that guides the path for NASA as we continue to look out for the wellbeing of members. Over the next two years, NASA's executive and committees will work towards realizing the below goals and growing member trust and confidence.

Vision:

A better future for ourselves and others

Mission:

To improve the economic, social, and working conditions of our members through representation and advocacy, and to contribute to the improvement of those conditions in society.

Guiding Principles

- Equity, diversity and inclusivity are foundational practices in all aspects of NASA.
- Care and consideration for members will always be the first priority in decision-making to meet NASA strategic plan goals and objectives.
- It will be the responsibility of all executives, committees, volunteers, and staff to align their activities and work to best reach the goals of this plan.
- The integrity and welfare of the executive board will be reinforced to ensure member interests are always met with a high degree of duty and care.

Goal 1: Grow Member Engagement

Objectives

1. Increase the number of active members, the degree, and level of member activity.
 - *Measurement:* Sign up an average of 30 new members per month for the two years of this plan. This is approximately 720 new members.
 - *Measurement:* Host, on average, four worksite meetings per month September-April.
2. Review how NASA communicates with members across all platforms
 - *Measurement:* Implement an annual calendar of events, activities, and initiatives to inform members of NASA activities and provide an additional point of registration.
 - *Measurement:* Increase content engagement by 15% across platforms.
3. Provide member training and educational opportunities to grow member involvement and activism capacities.
 - *Measurement:* Host at minimum one lunch and learn per month, with at least 50 members in attendance.
 - *Measurement:* All committees have a maximum complement of 6 members and all elections are contested.

Goal 2: Enhance Union Services for Members

Objectives

1. Embark on a stewards' mobilization campaign
 - *Measurement:* Grow steward program to 50 members
 - *Measurement:* Each steward will recruit two new stewards per year, and will sign up 10 new NASA members per year.
2. Position NASA with the ability to weather future job action possibilities
 - *Measurement:* Grow job action fund toward a goal of \$6,500,000, the approximate cost of one month of job action.
3. Recruit, develop, and retain quality staff members to meet member representation needs
 - *Measurement:* NASA's staff are developed and skilled so they can provide services as necessary, whether related to heightened demand or staff absence (members do not experience service disruptions).
4. Update technical systems infrastructure to modernize and enhance member interactions with Union services
 - *Measurement:* Implement a new website
 - *Measurement:* Implement a new member database that meets the needs of staff and integrates well with the website.

Goal 3: Represent Member Interests Internally and Externally

Objectives

1. Expand opportunities to connect with university senior administration to advocate for support staff issues.
 - *Measurement:* Increase the number of meetings, touchpoints, and scope of contact with senior administration (VP portfolios, Senate, BoG, GFC).
2. Grow relationships and solidarity with on-campus stakeholders, specifically the Students' Union (SU), Graduate Student Association (GSA), Postdoctoral Fellows Association (PDFA), and the Association of Academic Staff of the University of Alberta (AASUA).
 - *Measurement:* Meet with leaders from AASUA, SU, GSA, and PDFA once per month and communicate outcomes of meetings to Executive and members at regularly scheduled meetings.
3. Strengthen NASA's reputation within the local labour movement, specifically with other post-secondary support staff and academic unions and involvement with labour coalitions.
 - *Measurement:* Have NASA representation on at least three AFL committees
 - *Measurement:* Members participate in local labour initiatives on campus and within Edmonton, such as with the Edmonton and District Labour Council.