

NASA Strategic Plan 2024-26

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. **In this plan, the overarching demand on NASA is bargaining a Collective Agreement that is responsive to members' needs and priorities.** We expect to achieve a Collective Agreement within the term of this plan, including the assessment of artificial intelligence risks.

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:* Increase membership by 10% per year to a total of 85%.
 - *Measurement:* Host 24 worksite meetings per year.
 - *Measurement:* Increase the size of and track the growth of the Member Action Team groups.
2. Review how NASA communicates with members across all platforms.
 - *Measurement:* Utilize each department's NASA bulletin board.
 - *Measurement:* Maintain engagement level through the Buzz newsletter, website, and social media 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 fifty members in attendance.
 - *Measurement:* All committees have a maximum complement of six members
 - *Measurement:* Normalize and track contested elections and appointments.

Goal 2: Enhance Union Services for Members

Objectives

1. Embark on a stewards' mobilization campaign
 - *Measurement:* Grow steward program to fifty members with a focus on unrepresented areas.
 - *Measurement:* Analyze and revise the Steward program to support their activity level including create and update a Steward manual.
2. Position NASA with the ability to weather future job action possibilities
 - *Measurement:* Grow job action fund toward a goal of \$8,000,000, 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. Ensure that union services are equitable, diverse, and inclusive.
 - *Measurement:* Share information in multiple ways [i.e. increasing number and usage of bulletin boards in addition to member engagement sessions, the Buzz newsletter, website, and social media platforms]
 - *Measurement:* Complete an Equity Statement and assess delivery of union services against that statement.

Goal 3: Represent Member Interests Internally and Externally

Objectives

1. Take opportunities to connect with university senior administration to advocate for support staff issues.
 - *Measurement:* Continue with the number of meetings, touchpoints, and scope of contact with senior administration (VP portfolios, Senate, Board of Governors, General Faculties Council).
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 a minimum of quarterly and communicate outcomes of meetings to Executive and members at regularly scheduled meetings.
 - *Measurement:* Assess the level of response to requests for support during bargaining.
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 a minimum of two Alberta Federation of Labour committees
 - *Measurement:* Members participate in local labour initiatives on campus and within Edmonton, such as with the Edmonton and District Labour Council.
 - *Measurement:* Local labour participates in NASA initiatives