

Strategic Planning 2020

NLMES is undergoing strategic planning & has updated the society's mission & vision statements. Goals were identified & voted on.

Vision Statement

Girls believing in themselves and each other to achieve their full potential.

Mission Statement

The Nellie L. McClung Educational Society (NLMES) elevates the education and voices of girls in their school, their district, and their community. As a critical element of this work, the NLMES provides stewardship and support for the EPSB Nellie McClung Girls' Junior High program. Through enriched learning opportunities, a nurturing environment and purposeful community experiences, students are encouraged to discover and explore their full potential. We foster confidence, inspiration & creativity to establish the building blocks girls need to contribute and excel in this ever-changing world.

Value statement

NLMES believes the collaborative partnership among students, staff, parents, community, businesses, and learning institutions will maximize student learning.

Top 4 Goals (as decided by votes)

Six goals were identified. In order to achieve any immediate results with the available resources and time of the NLMES Board and its members at large, four goals were prioritized to be actioned.

1. **Increasing Enrollment** - To increase enrollment in the Nellie Program at Oliver school by 20% for the 2021/2022 year
2. **Alumni Connectivity** - To create a Nellie Alumni program with the objectives of: connecting girls to a broad range of mentors, increasing program awareness, and expanding fundraising possibilities by 2021 (i.e. establish a 'chips & chat' type recurring event for alumni)
3. **EPSB Relations** - Establish a liaison from NLMES to represent the society at the EPSB level to ensure the goals of the society are represented in the implementation of the Nellie McClung Girls' Junior High Program as soon as possible. Trisha Estabrooks may be a good introduction.
4. **External Relations/Community Outreach** - To develop and run programs for grade 5/6 girls that provide learning opportunities and increase awareness of the program. (i.e. spring break, lunch time, etc.).
5. **Society Membership, Governance, & Organizational Practices** - To increase parent engagement so as to magnify our efforts in achieving our goals; to adopt and maintain organization best practices and procedures (i.e.

governance, decision-making, communications, financial, etc.); and to develop additional revenue sources to accomplish our goals (i.e. alums, donations, grants, etc.).

6. **School Program Improvements** - To cooperate with teachers and school administration to provide opportunities and feedback on, and support of programming (i.e. unique programs and options); and to learn and leverage current research and best practices in girl's education to improve program quality and outcomes.

There were other considerations that can be kept in mind for the future: some are achievable while others are aspirational:

- **Increasing Enrollment** - To increase the enrollment of the Nellie Program at Oliver school to 3 full sized classes by the 2021/2022 year
- **EPSB Relations** - To coordinate with the administration and teachers at Oliver School regarding the program goals
- **External Relations/Community Outreach** - To establish community connections that support NLMES and its programs to grow the Nellie spirit and awareness; and to build relationships with post-secondary institutions to provide girls with access to research, learning and mentorship opportunities

Creating S.M.A.R.T Goals

1. Referring to/reflecting on your S.W.O.T analysis, what you want to keep doing, and your aspirations and results, what would you identify as the top 3 priorities important to you for NLMES to work on in the next 1-3 years?
2. For each of these priorities, come up with a S.M.A.R.T Goal.
3. Follow the S.M.A.R.T principles:
 - a. **Specific** - Is it clear what you are wanting to achieve?
 - b. **Measurable** - Can it be measured? How will you measure?
 - c. **Actionable** - Are there actions that can be taken to achieve the goal?
 - d. **Relevant** - Does it relate to your priorities, mission, vision?
 - e. **Timed** - What is the timeframe to achieve this goal?
4. Most goals start with the word "to"