

Town and Gown Association of Ontario Strategic Plan 2016-2019

Organizational Mandate

TGAO is the trusted, coordinated voice for students, post-secondary institutions, municipalities, first responders, residents and landlords in Ontario communities that host post-secondary institutions.

It shares information and facilitates connections among diverse stakeholders to promote vibrant, cohesive communities for everyone.

Strategic Plan 2016-2019

Goals	Objectives	Results
<p>1. Provide excellent professional development opportunities for those involved in Town and Gown issues across Ontario</p>	<ul style="list-style-type: none"> • Host a minimum of 6 in-person and virtual networking events to facilitate connections within the organization • Actively promote relevant professional development opportunities and resources, especially those initiated by our members • Curate website content that is timely and relevant to members • Promote TGAO website as a one-stop resource for Canadian Town and Gown news and best practices 	<ul style="list-style-type: none"> • Members are better-equipped to do their job • People know who to call for additional support • Resource database is up-to-date, relevant, well-written and always growing

<p>2. Increase involvement in TGAO</p>	<ul style="list-style-type: none"> • Better understand current patterns of involvement • Intentionally promote diverse involvement in TGAO, especially among students 	<ul style="list-style-type: none"> • Increase in the number of municipalities, post-secondary institutions and student leaders involved in TGAO • Increased attendance at full symposium (overall and by members)
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<p>3. Increase the number of <u>members</u> in TGAO</p>	<ul style="list-style-type: none"> • Better understand current patterns of membership • Articulate and communicate the meaning and value of membership <ul style="list-style-type: none"> ○ For members ○ For TGAO • Determine membership offerings for various stakeholders • Actively promote membership 	<ul style="list-style-type: none"> • Increase in number and proportion of TGAO members • Improvement in annual retention of members • Increase in membership income
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<p>4. Continue to be a well-run organization</p>	<ul style="list-style-type: none"> • Ensure the organization works from a budget • Align resources to ensure achievement of goals • Ensure staff is well equipped and supported to fulfil role • Recruit student representative for Board 	<ul style="list-style-type: none"> • Financially “in the black” • Better student representation on Board • Strategic goals achieved
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Action Plan 2016/2017

- Develop a map of current and desired involvement and membership, geographically and across stakeholder groups.
- Set targets for Objectives and Results in the Strategic Plan based on knowledge gained from the baseline map.
- Compile contact information for all Town and Gown associations in Ontario, along with institutions, organizations and individuals involved.
- Populate and curate the TGAO website with excellent resources, including an emphasis on Canadian content.
- Facilitate the planning of the annual symposium, one other in-person event in Southwestern Ontario, and a student-focused webinar.
- Develop a planning template for the symposium.
- Fully articulate a renewed value proposition of membership.
- Develop a “Members Only” section of the website that delivers on the value proposition promise to members.
- Develop and begin to execute a Communications Plan that will help to achieve the Strategic Goals.