

**THE CANADIAN ASSOCIATION OF BUSINESS STUDENTS, INC.**

**CORPORATE DIRECTIVE: IN-YEAR ACTION PLAN (F2016)**

**DATE UPDATED:** August 8th, 2015

**CORPORATE DIRECTIVE COORDINATOR:**  
President

*As approved by the President and Chief Executive Officer, the content of this document is effective and enforceable governance of the Corporation, sovereign to the By-Laws, Policies and other governing documents of higher authority.*

**CALVIN PARKER**  
PRESIDENT

**VACANT**  
SECRETARY

# **GENERAL PROVISIONS**

## **ARTICLE 1: DEFINITIONS**

1.1. The following terms will be used throughout this document and are hereby defined. Terms that do not appear in this list of definitions but do appear in the “Definitions” section of the Bylaws of the Corporation are equally enforceable in this corporate directive.

Definitions	The definitions herein are defined and referenced in the <i>Policy Definitions</i> document.
Purpose	This document contains the Corporation’s action plan for the fiscal 2016 term.
Scope	The scope of this directive extends to the entirety of the Corporation, including all related properties, programs, and stakeholders.

## ARTICLE 2: EXTERNAL STRATEGIES AND OBJECTIVES

### 2.1. Improvement of the business undergraduate experience

#### 2.1.1. Provide enhanced services and opportunities for business students through the continued growth of our member societies

2.1.1.1. Create an accreditation program for our member societies to develop a standard of performance and offerings

2.1.1.1.1. Measured by: number of universities in good standing of accreditation, member feedback

2.1.1.2. Create a member onboarding program for new universities

2.1.1.2.1. Measured by: number of universities approached, number of universities who receive membership

2.1.1.3. Enable resources and knowledge sharing between members to collectively advance performance and offerings

2.1.1.3.1. Measured by: accessibility of information, range of documents provided, number of documents requested and retrieved

#### 2.1.2. Use size of constituency to leverage benefits for members

2.1.2.1. Research, identify, and approach partners to form strategic alliances for Canadian business students

2.1.2.1.1. Measured By: Number of partnerships, level of benefit provided, sustainability and scalability of partnership program

### 2.2. Academic Achievement

#### 2.2.1. Influence business schools to maintain relevant, complete, modern and quality curriculums

2.2.1.1. Develop partnership with CFBSD, from which to represent student interests

2.2.1.1.1. Measured By: Number of partnerships, level of benefit provided, sustainability and scalability of partnership program

## 2.3. Developed Leaders

### 2.3.1. Ensure quality opportunities for leadership development

2.3.1.1. Continually improve our conferences and competitions

2.3.1.1.1. Measured By: Number of schools represented at each conference, response and score on feedback forms

2.3.1.2. Manage the standard for student-run conferences and competitions in Canada by developing resources and standards for organizing committees. Promote extra-curricular involvement on campuses in Canada

2.3.1.2.1. Measured By: Range of resources, number of mediums of accessibility, member feedback

### 2.3.2. Offer specialized training to business student leaders

2.3.2.1. Develop a Training Curriculum for our membership

2.3.2.2. Develop online workshops to supplement our conferences and competitions

2.3.2.2.1. Measured By: Quality and viability of material, depth of information, feedback from members

## 2.4. Student Engagement

### 2.4.1. Provide and enable opportunities for extracurricular involvement

2.4.1.1. Develop a centralized Conference and Competitions calendar for all national events

2.4.1.1.1. Measured by: Number of events featured, number of delegates in attendance at all events

2.4.1.2. Maintain the existing member Factbook program as a method to provide students with information about opportunities in Canada

2.4.1.2.1. Measured By: Number of schools featured, number of parameters available by school

### 2.4.2. Promote extra-curricular involvement on campuses in Canada

2.4.2.1. Work with member schools to develop standardized extra-curricular transcripts

2.4.2.1.1. Measured By: Number of schools adopting this procedure

2.4.2.2. Build upon the CABS Awards program to acknowledge excellence in student leadership and involvement

2.4.2.2.1. Measured By: Number of schools adopting this procedure

### 2.4.3. Develop a national presence for CABS and its members

- 2.4.3.1. Obtain media coverage of our shared events and initiatives to showcase successes and assist with stakeholder engagement

### 2.5. Experiential learning for our members

#### 2.5.1. Provide and enable opportunities for skill development and shared growth

- 2.5.1.1. Build upon the existing competitions portfolio to ensure students have more opportunities to build upon existing skill sets

- 2.5.1.1.1. Measured By: number of delegates, number of schools represented, feedback from competitors

### 2.6. Professional success

#### 2.6.1. Connect students with potential employers

- 2.6.1.1. Ensure each of the CABS' conferences and competitions feature business representatives and networking opportunities

- 2.6.1.1.1. Measured By: Range of industries represented, number of companies, number of successful placements of our members

### 2.7. Connecting education with business

#### 2.7.1. Amalgamate and retain relevant data on business students to allow businesses to better connect with universities and business students

- 2.7.1.1. Connect with accreditation institutions and programs within Canada to understand needs and outcomes

- 2.7.1.1.1. Measured By: Number of partnerships, level of benefit provided, sustainability and scalability of partnership program

## ARTICLE 3: INTERNAL STRATEGIES AND OBJECTIVES

### 3.1. Sustainable operations

3.1.1. Ensure CABS utilizes procedures and systems that are intuitive, trackable, and dynamic

3.1.1.1. Create template guides for each program

3.1.1.1.1. Measured By: Number of guides created, thoroughness of guides, effectiveness for future teams

3.1.2. Ensure the CABS programs are both maintained and grown where applicable

3.1.2.1. Prioritize the acquisition of bids for each of the CABS Conferences and Competitions for the relevant fiscal year

3.1.3. Create positive revenue model

3.1.3.1. Conduct a review of the CABS fee structure, and develop a membership fee model that is a fair representation of each member's ability to support the network, and to the value they receive from the community

3.1.4. Develop defined transition model to promote growth and continued success

3.1.4.1. Create a transition workshop and retreat

3.1.5. Hire firms for professional services

3.1.5.1. Acquire partner for auditing purposes

### 3.2. Transparency and accountability

3.2.1. Ensure CABS implements and maintains a reporting sequence which is intuitive to stakeholders and trackable by members

3.2.1.1. Create a reporting program which documents all meetings of The Corporation

3.2.2. Create a comprehensive governance structure to provide a foundation for operations and references for procedures

3.2.2.1. Create governance development plan

### 3.3. Effective performance

3.3.1. Create and maintain a program for long and short term strategic planning, with identifiable outcomes and recordable metrics, that allows for member input