

St. Albert Community League Action Plan 2011-2014



Background

The board of the St. Albert Community League identified the need to establish a strategic plan for the next three years. The current circumstances are the Community League is in its 72nd year. In the last few years, the League has aggressively targeted a membership increase using community events as the avenue to introduce residents to its activities.

The Community League is also aggressively dealing with facility issues – kitchen refurbishment, table & chair replacement, roofing, exterior drainage, and concrete work. The Community League desires to maintain the heritage of the Hall, completed in 1940.

The Community Hall is rented by a variety of community groups and for-profit purposes. The hall is also booked for dances and receptions.

On January 11, 2011, the Board and interested members gathered and followed the following steps:

- a) Individually projected a vision for the Community League in 15 years
- b) Individually identified the view of the Community Hall in 15 years
- c) Agreed upon a working version' of a collective vision for the St. Albert Community League
- d) Identified and prioritized strategic goals to be addressed in 2011-2014
- e) Outlined specific objectives to achieve the goals

Towards a vision for the SACL and the Hall

a) *What are the characteristics of the Community league in 2026?*

- ❖ Supporting Local Organizations
- ❖ CL is first in mind when 'community' is mentioned
- ❖ Senior Member of Community Leagues operating in and around Edmonton
- ❖ Council views the SACL as partners in City development
- ❖ 5000 Plus members
- ❖ Involves, Excites, Educates, and Brings Together residents
- ❖ Is flexible & adaptable to the needs of residents
- ❖ Hotbed for volunteerism
- ❖ Affordable venue for community activities
- ❖ Annual event so large that Perron Street is closed

❖ Wikipedia Definition:

From Wikipedia, the free encyclopedia

A **community league** is an organization of community residents who represent their community at large in communication with a municipal government. Community leagues are organized to provide such services as providing recreational opportunities to the community, addressing municipal issues which address the community directly, and keeping community residents up-to-date on happenings within the community.

b) *What does the Hall look like in 2026?*

- ❖ Banquet Facility
- ❖ Premier heritage site
- ❖ Up to date Facility
- ❖ Fully modernized interior

- ❖ Robust place, with lots of character
- ❖ Central meeting place
- ❖ Prominent
- ❖ Hub
- ❖ Diverse groups
- ❖ Meeting place – new friends/neighbours

- ❖ -Welcoming place
 - self-sustaining without fundraising
 - two year operating surplus

Three distinct aspects are identified:

Physical meeting place/facilities
 Occupants/People
 Financial

c) Stated as a working draft vision:

The SACL is *[recognized by the City and residents as]* the *{prominent}* hub of community volunteerism, and serves *(or works with)* residents through community-related advocacy *[political lobbying]* and action, operating a multi-use facility/meeting place sustained by its members and users.

d) Brainstormed Goals for 2011-2014

- Expansion of members – 500
 - Doubled 2010 members
 - 200-300 members
 - 40-50 Active members
- Fully booked facility
- Financial Stability - Six Month operating surplus
 - \$200,000 in the bank
- Develop Partnerships – With Community Leagues in Edmonton
 - Relationship with Council
- Mike's TO DO List finished – Roof
 - Grading
- Increased SACL Activities/Monthly
- The SACL is an umbrella for a dozen NGOs
- The hall is refurbished, maintaining heritage appearance
- The SACL is a neighbour with the AHF
- Acquire the property at rear of building
- Increase Community Awareness

Top Four Goals as selected by participants.

- ❖ Expand Membership
- ❖ Increase Community awareness of the SACL

- ❖ Conduct a Monthly Activity
- ❖ Complete major repairs and begin refurbishment plan

These goals will be the primary foci of the work of the Community League in 2011-2014, but not to the exclusion of other work the board considers necessary.

Please note there is overlapping of goals, and subsequently there will be overlapping as objectives are determined to achieve each goal.

Glossary for use with this plan:

Strategic Plan – Overall planning that makes provides the framework for the every-day activities of the organization.

Overall Goal – What is to be achieved.

Specific Objective – Distinct aspects that need to be addressed to achieve the goal.

Action Steps – The actual tasks that individuals will undertake to complete a specific objective.

e) **St. Albert Community League Action Plan 2011-2014**



Overall Goal	Specific Objectives	Action Steps	Timeline	Who will lead?
Increase membership to 500	Double membership each year 2011- 2014			
	Conduct monthly well-advertized activities to attract new members			
	Ask inactive members to assist for two specific functions			
	Offer event discount for members			
	Identify and promote the benefits of membership			
	Acquire membership by booking 3 monthly dances in advance			
	Membership booth at all major community events – Farmers' Market, Servus Place, St. Albert Centre			
	Hall users become members - Minimum of 5 members from each user group - All members of hall user groups (Not sure if these become a requirement of renting the hall, or if they are targets)			
	Recognize institutions (?)			
Arrange for the Volunteer Action Centre or a college to poll citizens as to what activities would prompt them to join, and do the most requested & doable activity				

Overall Goal	Specific Objectives	Action Steps	Timeline	Who will lead?
Conduct a monthly activity	Continue activities Identified by membership committee - Theme-related specific to each month - Alternate dances with family-oriented events			
	Implement budget			
	Recruit willing workers			
	Examine possible needs within community to determine monthly events			

Overall Goal	Specific Objectives	Action Steps	Timeline	Who will lead?
Increase community awareness of the Community League	Advertize the hall to specific targets - Welcome Wagon - Pamphlet to every apartment/Condo			
	Use local media -Submit reports on activities to the media - Write column for newspaper			
	Publicize monthly activities			
	Promotion Booths -Presence/info table at city functions - Table at Farmers' Market			
	Further Education Council – brochure, membership			
	Word of mouth about the Community league			
	Plan events in conjunction with 150 th celebrations			

Overall Goal	Specific Objectives	Action Steps	Timeline	Who will lead?
Complete repairs & begin refurbishment plan	Develop specific work plan to follow			
	Develop financial resources to pay for repairs			
	Continue to use work parties - Engage hall users to help - Develop detailed work schedule - Volunteers from CIVC			