

SAC Case Study



Summary

Fleming Student Administrative Council (SAC) was looking to complete their five year Strategic Plan for the organization. They were in search of a partner who understood the non-profit sector, could provide strategic direction and help to meet the goals of the organization.

Fleming SAC has worked with acorn30 for several years as partners in marketing strategy. The idea of them working together for the Strategic Plan made absolute sense as acorn30 has a great understanding of SAC's vision and where they would like to see themselves long term.

The Strategic Plan engagement kicked off in January of 2022 and was completed four months later, in April 2022.

About Fleming SAC

Fleming SAC is a non-profit corporation that serves the social and political needs of the student body. Fleming SAC is situated inside of Fleming College's Sutherland Campus. SAC is composed of a Board of Student Directors who are elected to advocate for the students of Fleming College, where they work with students to identify issues and advocate with political leaders on their behalf. Fleming SAC employs a small team who help with day to day activities and events as well as run the Steele Center Pub.

Fleming College students are the core customers of SAC, a portion of their student fees fund the operations and initiatives of the organization.



Fleming SAC has been around for more than 40 years. SAC has grown and expanded their organization to continue to serve and support students at Fleming College through partnerships with community stakeholders both on and off campus.

The Challenge

Fleming SAC was in need of a partner that could help identify strengths and weaknesses within the organization as well as help define paths needed to continue to grow over the next five years.

Fleming SAC recognized they needed a strategic partner who understood their organization today and where it needs to go. The challenge was to find a partner that they knew and trusted to help lead them in the right direction.

Why acorn30?

acorn30 has been a strategic partner for Fleming SAC for several years. After reviewing several businesses that could help them, Fleming SAC engaged acorn30 as a best fit partner for this project.



“Working with acorn30 helped our Board establish priorities and develop a Strategic Plan. Most of our Board has not been through a strategic plan process and acorn30 was able to guide Fleming SAC in a way that allowed our team to take ownership for the final Plan.”

Joel Willett, Fleming SAC General Manager

How acorn30 Responded

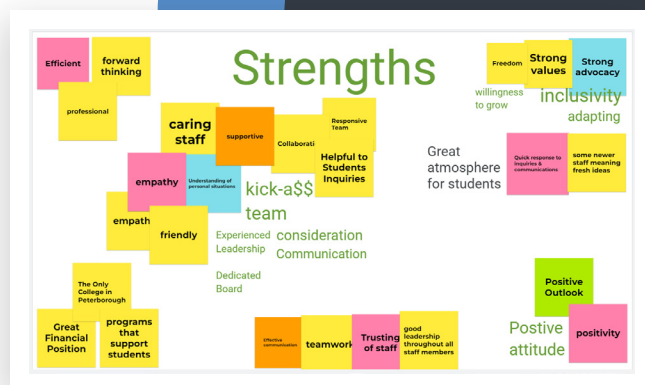
acorn30 initially worked to get a deep understanding of where the staff and board envisioned the organization over the next five years.

acorn30 facilitated two focus group sessions to determine Fleming SAC's strengths and weaknesses along with their greatest opportunities and strongest threats. This allowed us to identify areas that SAC is performing well in, as well identify areas of opportunity. These focus groups also allowed us to understand some of the threats that could potentially affect the organization in the coming years, along with areas of opportunity.

In addition to the focus group sessions acorn30 and Fleming SAC held monthly meetings with the implementation team. A preliminary report with initial findings, as well as a draft report and a final report and graphic presentation were prepared. These monthly meetings were important as they allowed acorn30 to talk things through with the team at Fleming SAC to ensure we were capturing all of their visions and thoughts for the next five years.

The Strategic Plan also included feedback from Fleming SAC stakeholders which was garnered through a survey that was developed by acorn30. Three separate surveys were created; one for students, one for faculty and one for the community. Each survey was distributed to their respective recipients and their answers were recorded. Responses helped identify opportunities and challenges that stakeholders believed Fleming SAC should address in the future.

Fleming SAC and acorn30 worked hard together to complete the Strategic Plan. Lots of work was required from both parties; Fleming SAC worked hard to determine their goals for the next five years. acorn30 worked hard to help SAC implement plans to achieve these goals.



The Result

Since the start of the Strategic Plan meetings, Fleming SAC has been able to grow their organization and work towards achieving the goals they have outlined for their organization. This engagement has given Fleming SAC board and staff a plan to work towards and achieve in the next five years.

acorn30 has also helped Fleming SAC with traditional marketing, website redesign and content marketing.

Fleming SAC now has a Strategic plan to follow for the next five years to help their organization grow.



Conclusion

acorn30 is a strategic partner that helps organizations grow.



Looking to grow your industrial company?
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