



Strategic Plan Development

Looking Ahead

- Where do we see SARM in 2030?
- What things do we need to do in order to achieve that?
- How do we engage our members in this process?



SARM Board Priorities

- Government Policies addressing the needs of rural Saskatchewan
- Effective communication advancing the strategic work of the organization
- Relevant programs supporting the work of member municipalities
- Capacity building support member municipalities



VISION

Strong, autonomous municipalities powered by vibrant, diverse economies that build a sustainable future for rural Saskatchewan.

MISSION

To foster rural development in Saskatchewan and build strong, sustainable communities.

VALUES

We act with integrity.
We put our members first.
We believe we are stronger together.
We are responsible and professional.
We are accountable and transparent.
We educate and inform.
We are leaders, innovators and solution providers.



MEMBERS FIRST

Moving
communities
forward

MEMBER DRIVEN

Looking Ahead

- Where do you see your municipality in 2030?
- What steps do you need to take between now and then for your municipality to be where you want it to be?
- How can SARM help you get there?



Theme 1

Engaging our Membership

- **Marketing / Promotion of Programs / Services**
- **More touchpoints with Members (Board and Staff)**
- **Maximizing Value of In-Person and Virtual Events**
- **Thought Leadership**



Theme 2

Education

- **Revamping our entire Education Model**
- **Learning Pathways for Elected Officials and Administrators**
- **Basics through advanced concepts**
- **Direct effort, as well as through Programs / Services**



Theme 3

Collaboration

- **SARM as a facilitator “Your 1st Call”**
- **Partnering with our members and 3rd parties to further Rural SK**
- **Capitalize on synergies within the association and external**
- **Government, Education / Research Institutions, Businesses, Consultants, etc**



Theme 4

Sharpening our Focus

- **What issues do we lead on? What issues do we support others on?**
- **Are there things we should start doing? Stop doing?**
- **Communications improvements within and external to SARM**
- **SARM Revenue to Member Value Equation**



What's Next

Looking Ahead to 2030 and Beyond

- **Needs Assessment Survey**
- **June Division Meetings**
- **Org Level Plan Development (Fall / Winter)**
- **Department Level Plan Development (Winter / Spring)**



SARM

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