



NEW UNIVERSITY COOPERATIVE

STRATEGIC PLANNING SESSION | January 8-9th 2011 | Ottawa ON

With funding assistance from the Cooperative Development Initiative (CDI), the New University Cooperative Board of Directors spent two days working on strategic planning of the organization, facilitated and led by Peter Hough of the Canadian Worker Cooperative Federation (CWCF). This is a synopsis of the work completed during the weekend, including the development of a next steps timeline. Each section is part of an overall process designed to give Board Members a clear outline of the New University Cooperative, including: 1. customer segments; 2. value proposition; 3. channels, 4. customer relations, 5. revenue streams, 6. key resources; 7. key activities; 8; key partnerships; 9. cost structure. Each section represents a more in-depth brainstorming session, with the overall process providing a detailed overview of the New University Cooperative as a business model.

Thank you to Peter Hough for facilitating the session, and to Luc-Anne Salm Walker to hosting the event at her house in Ottawa.

IN ATTENDANCE:

New University Board of Directors

Yuill Herbert
Luc-Anne Salm Walker
Laird Herberth
Wilma Van Der Veen
Riki Bowden

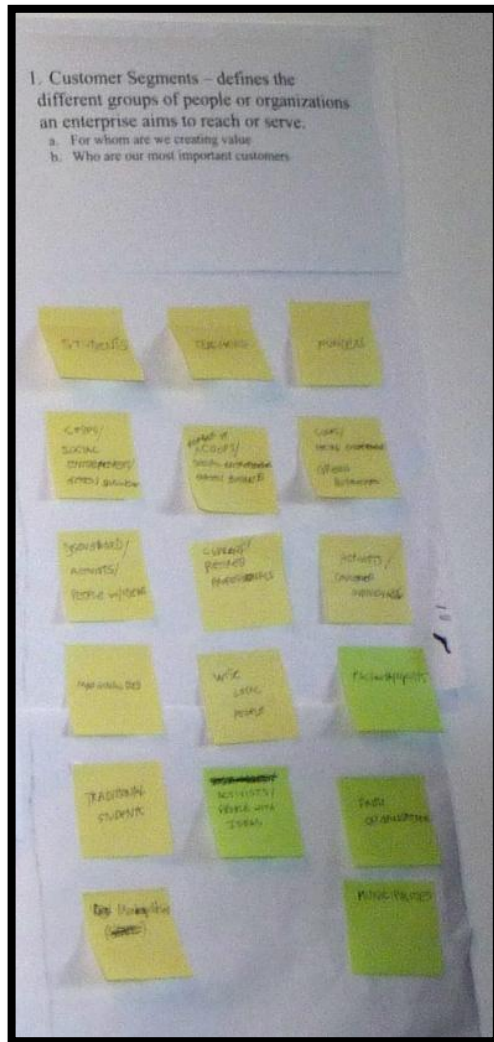
Consultant

Peter Hough



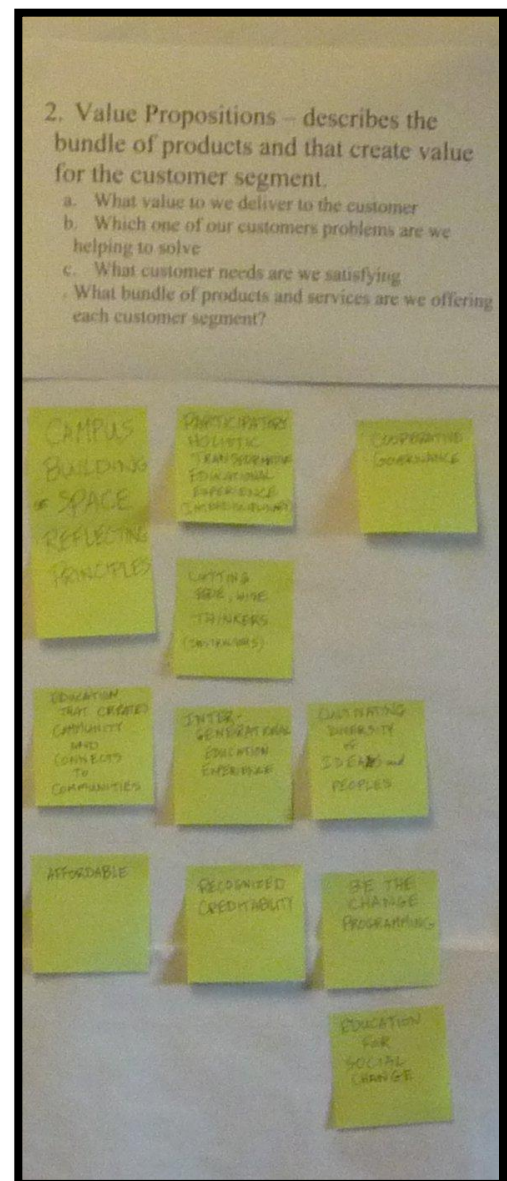
section 1: CUSTOMER SEGMENTS

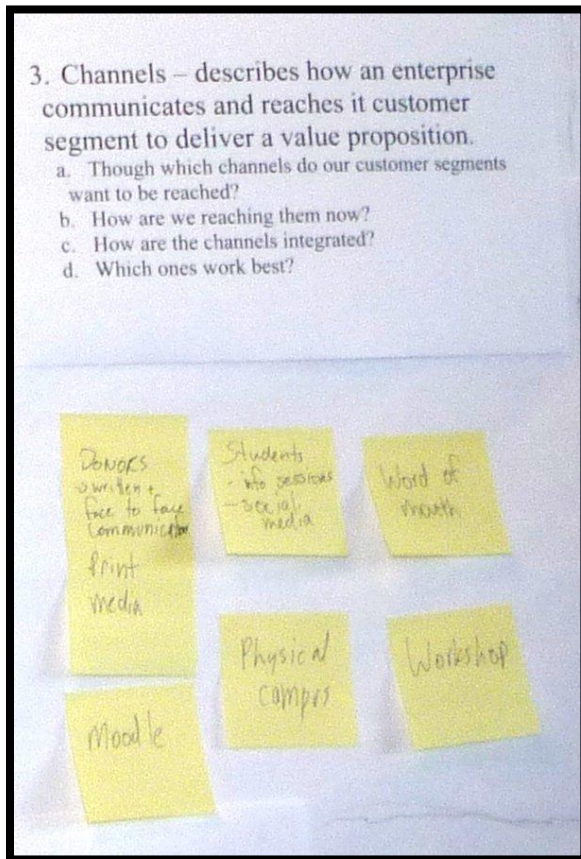
Students & Teachers, Funders, Corporations/Social Entrepreneurs, Green Businesses, Disengaged Activists/People with Ideas, Current Retired Professors, Marginalised, Wise Local People, Activists/Concerned Citizens, Philanthropists, Faith Organisations, Traditional Students, Municipalities



section 2: VALUE PROPOSITION

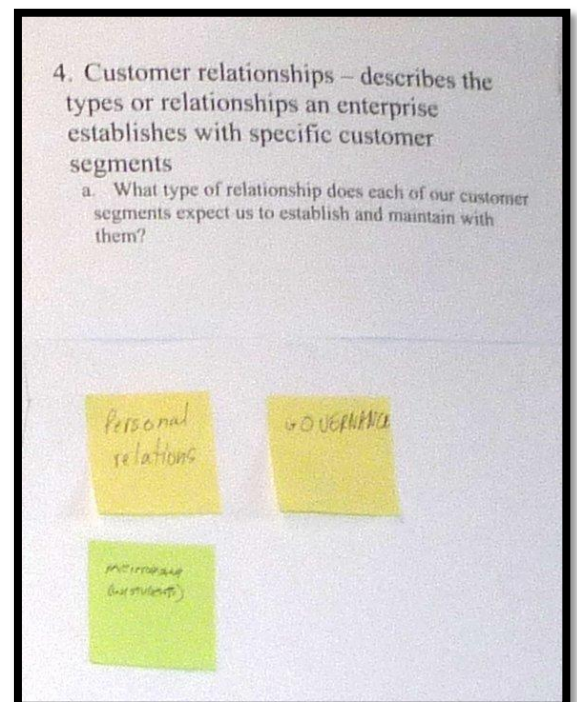
Campus Building Space Reflecting Principles, Participatory/Transformative/Holistic Educational Experience, Cutting Edge/Wise Thinkers, Cooperative Governance, Education That Creates Community and Connects to Community, Intergenerational Educational Experience, Cultivating Diversity Of Ideas and Peoples, Affordable, Recognized Credibility, Be the Change Programming, Education for Social Change





section 3: CHANNELS

Word Of Mouth, Info Sessions for Students/Social Media, Print Media, Face To Face & Written (Donors), Physical Campus, Moodle

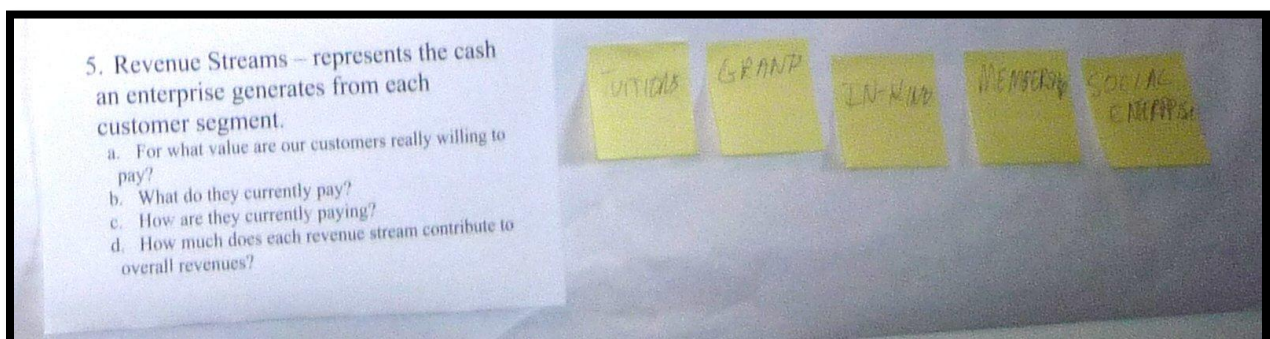


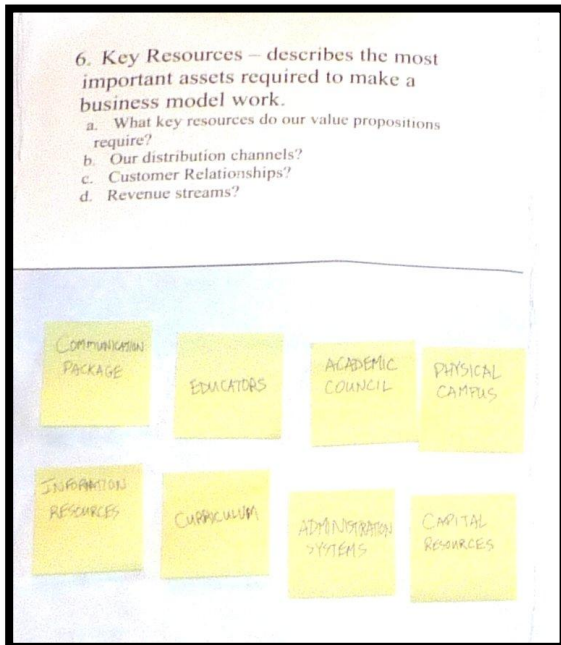
section 4: CUSTOMER RELATIONSHIPS

Personal Relations, Mentorships, Governance

Section 5: REVENUE STREAMS

Tuition, Grants, In-kind, Memberships, Social Enterprise



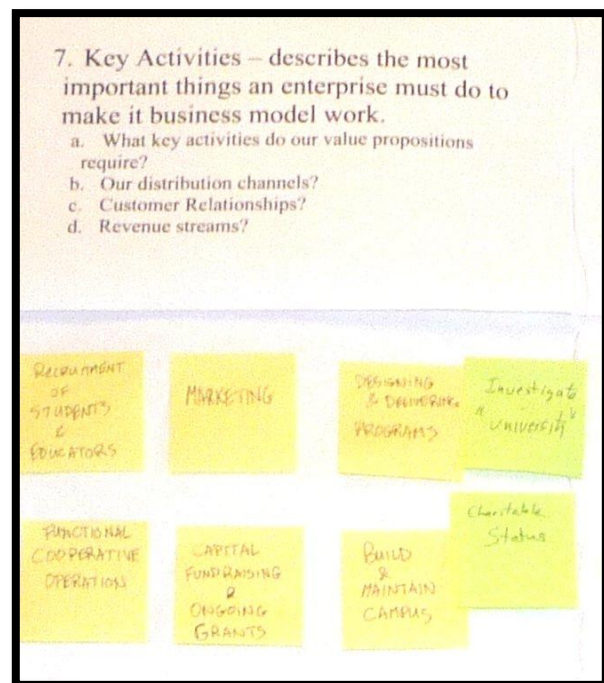


Section 6: KEY RESOURCES

Communication Package, Educators, Academic Council, Physical Campus, Information Resources, Curriculum, Administration Systems, Capital Resources

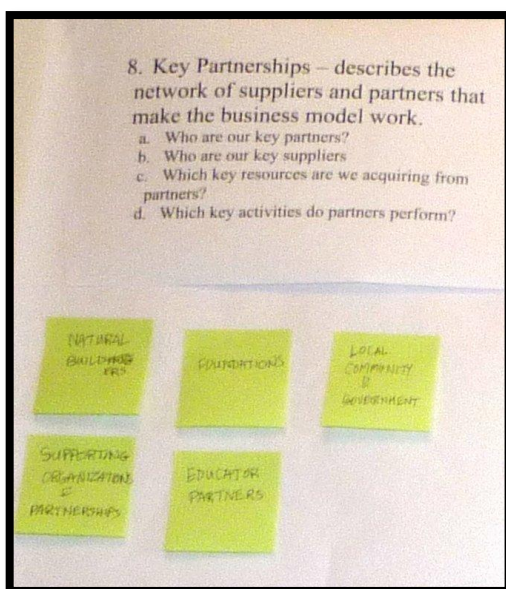
Section 7: KEY ACTIVITIES

Recruitment of Students & Educators, Marketing, Designing and Delivering Programs, Investigate “University”, Functional Cooperative Operation, Capital Fundraising & Ongoing Grants, Building & Maintain Campus, Charitable Status



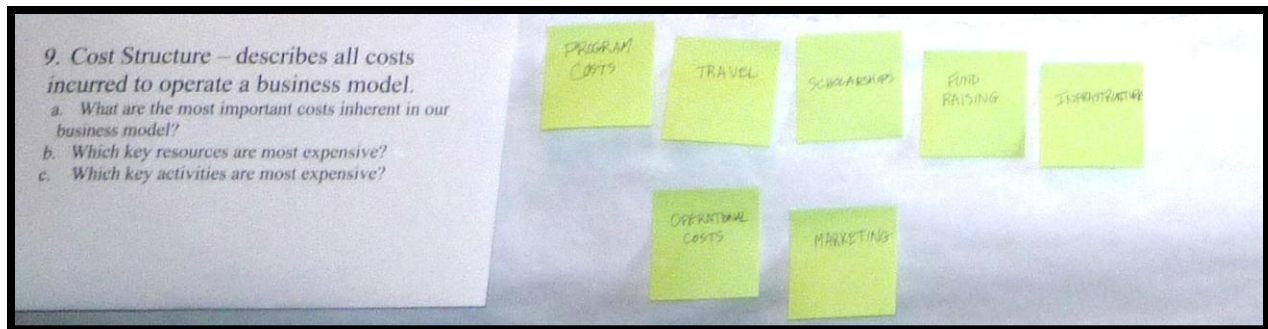
Section 8: KEY PARTNERSHIPS

Natural Builders, Foundations, Local Community & Government, Supporting Organisations & Partnerships, Educator Partnerships



Section 9: Cost Structure

Program Costs, Travel, Scholarships, Fundraising, Operational Costs, Marketing, Infrastructure



activity 2: TIMELINE

A next steps timeline, as it relates to the CDI funding and beyond (Synopsis on the following page)

