

**Saskatchewan
German Council**

**STRATEGIC
PLAN**

2024 - 2027



—SASKATCHEWAN—
GERMAN COUNCIL
LANGUAGE. CULTURE. TRADITION.

DEFINITIONS



German Culture

German culture is defined as the customs, language, arts, heritage, places, stories, way of life, social institutions, and achievements of those who identify all or some of their ancestry as German. This includes people from a wide range of countries where German language and German customs are recognized as part of the culture.

Customs & Traditions

Customs and traditions are practices, behaviors, rituals, or activities that are handed down through generations within a particular community, society, or cultural group. They form an integral part of a group's cultural identity and have a community-building function.

Customs and traditions can encompass a wide range of activities, including ceremonies, celebrations, religious practices, social rituals, and everyday behaviors.

Customs typically refer to the specific behaviors or actions that are expected or common within a particular cultural context.

The SGC respects the diverse German culture by appreciating, preserving, and celebrating its customs and traditions, while adapting to a culture which is fluid, dynamic and ever-changing.

Diversity & Inclusion

As an ethno-cultural group, the SGC understands its role in actively contributing to a vibrant, diverse multicultural community in ways which positively impact Canadian society.

The SGC actively engages in initiatives related to inclusion, diversity, equity, accessibility, and truth & reconciliation, to improve the quality of life for Saskatchewan residents.

VISION, MISSION & VALUES



Vision

German culture is relevant and thriving in our Saskatchewan society.

Mission

To create and share experiences of German culture in Saskatchewan for everyone.

Values

We believe:

- ... in a strong and healthy organization.
- ... in supporting our members and having a thriving German community.
- ... in expressing the unique perspectives associated with being part of diverse German communities.
- ... that being a part of a vibrant multicultural society expands our horizons.
- ... in creating an appealing energetic community for all ages and generations to come.

STRATEGIC PRIORITIES OVERVIEW



Priority 1

SGC has sustainable and diverse sources of revenue.



Priority 2

SGC engages with others to support inclusion and diversity.



Priority 3

Youth are engaged and involved in the programs and services of SGC and its members.

STRATEGIC PRIORITY 1 OBJECTIVES



Priority 1

SGC has sustainable and diverse sources of revenue.

Objectives


- Evaluate and redesign the membership structure.
- Identify opportunities for revenue generation through existing programs.
- Assess the financial implications of restructuring membership.
- Identify opportunities for programs and services to be revenue neutral or profitable.
- Establish systems to match project revenues and expenses and support reporting.
- Improve our marketing and communication in targeting specific audiences.
- Ensure the knowledge and skill levels of staff to support objectives.
- Establish competitive compensation packages for the recruitment and retention of qualified staff.

STRATEGIC PRIORITY 2 OBJECTIVES



Priority 2

SGC engages with others to support inclusion and diversity.



Objectives

- Strengthen the capacity of member groups to engage in cross cultural exchange and youth recruitment.
- Identify and capitalize on common denominators to develop intercultural program opportunities for diverse populations.
- Establish priorities for allocating additional resources.
- Improve our marketing and communications in targeting specific audiences.
- Ensure the knowledge and skill levels of staff to support objectives.
- Increase the board's responsibility for liaising with member groups.

STRATEGIC PRIORITY 3 OBJECTIVES



Priority 3

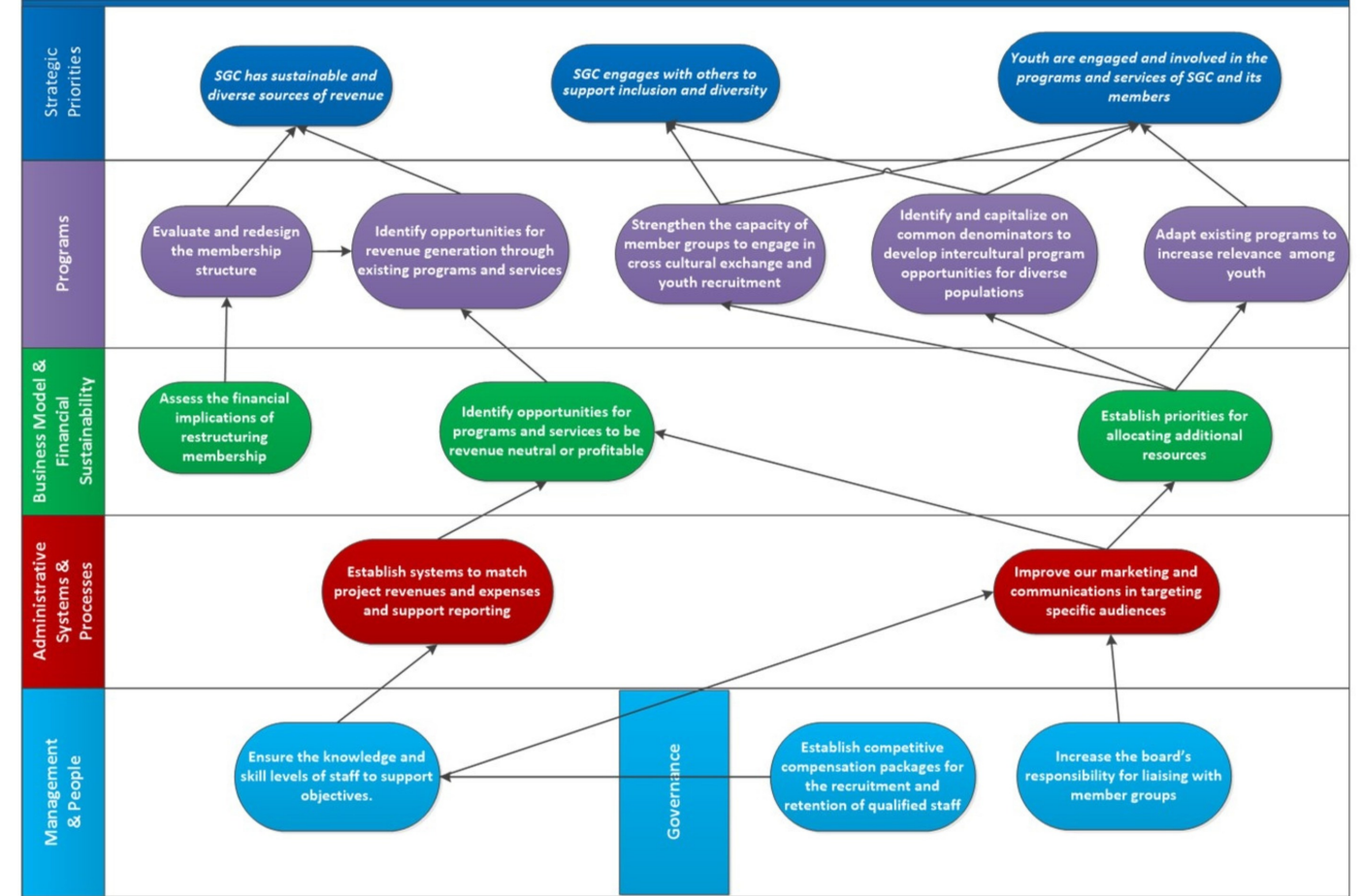
Youth are engaged and involved in the programs and services of SGC and its members.

Objectives

- Strengthen the capacity of member groups to engage in cross cultural exchange and youth recruitment.
- Adapt existing programs to increase relevance among youth.
- Identify and capitalize on common denominators to develop intercultural program opportunities for diverse populations.
- Establish priorities for allocating additional resources.
- Improve our marketing and communications in targeting specific audiences.
- Ensure the knowledge and skill levels of staff to support objectives.
- Increase the board's responsibility for liaising with member groups.

ORGANIZATIONAL STRATEGY MAP

Vision: German culture is relevant and thriving in our Saskatchewan society
Mission: To create and share experiences of German culture in Saskatchewan for everyone
Values: We believe
 ...in a strong and healthy organization,
 ...in supporting our members and having a thriving German community.
 ...in expressing the unique perspectives associated with being part of diverse German communities
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