



“ Une Intégration en Couleurs”

Plan 2009-2010

Submitted by the Tollab Executive Committee

23/09/09

Table of Contents

	Page
Timeline	3
Definitions	3
Vision	4
Motto 2009 – 2010	4
Coordination	5
Executive Secretariat	6
Culture	7
Communication	8
Academic	9
Services	10
External	11
Marketing	12
Finance	13
President	14
Tentative Calendar	15

Timeline

Plan submissions by Vice-Presidents ----- *June 2009 – August 2009*
Comprehensive plan review #1 -----*September 10th, 2009*
Comprehensive plan review #2-----*September 14th, 2009*
Comprehensive plan review #3-----*September 17th, 2009*
Final review and approval -----*September 20th, 2009*
Presentation to the CA -----*September 22nd, 2009*
Presentation and approval at the GA -----*September 23rd, 2009*
Plan made available on website -----*Following GA approval*

Definitions

CA: Conseil d'administration

CAFEL: Comité d'Aide Financière aux Étudiants Libanais

CE: Comité exécutif

LSA: Lebanese Students Association(s)

Vision

- Make Tollab the Lebanese Youths Ambassador in Montreal
- Make Tollab an example of the integration within the Quebec and the Canadian Society

Motto 2009-2010

“Une Intégration en Couleurs”

In the first couple of years of operation, Tollab, as any new infant organization, has focused on strengthening its bases and making sure that it institutionalizes proper procedures for its operations that will enable it to further advance its mandate. Additionally, Tollab was also paving its way and building its credibility within the Lebanese community in Montreal.

Last year, Tollab adopted the motto “Service and Beyond” as it was building the line-up of services to its members and further serve the student population through its support for the LSA and the community at large.

This year, in choosing the theme and slogan that will define its coming mandate, the committee looked no further than Tollab’s own constitution. In addition to serving its members and offering assistance in their integration within the Quebec society, Tollab has also a mandate to make sure that the Quebec and the Canadian society is also well introduced to the Lebanese culture and that it sets a proper example of our settling within our host societies.

Hence, in addition to continuing what we started, our focus this year, will be to target as many external non-lebanese organizations and strike working relationships with them. Also, the committee will make sure that, whenever possible, the events and activities of Tollab are held under the slogan of the year and that the Quebec and Canadian culture are well presented in those activities.

It is hoped that this will introduce our members to the riches of our host societies as well as provide a good impression of our Lebanese self to our Quebec and Canadian colleagues.

Coordination

- Objectives
 - i. Adopt a smooth and consistent two-way interaction between LSA and Tollab, and among the LSA;
 - ii. Enhance the feeling of belonging of LSA and Tollab members, and work towards promoting an overlapping vision and mission;
 - iii. Solidify weak LSA.

- Plan
 - Organize 2 gatherings of LSA boards, one in each semester; *(Oct 2009, Jan 2010)*
 - Providing material and resources for LSA events, when needed;
 - Standardize the “backbone” of LSA constitutions; *(May 2010)*
 - Establish with the LSA a clear definition of a member; *(May 2010)*
 - Establish elaborate procedures, forms and templates for coordination topics (common events, CA meetings, membership form, , LSA/CA budget, etc.); *(Nov 2009)*
 - Assist in the recruitment of new members, increase of members’ participation and help in the organization of events;
 - Perform a feasibility study on the joining of HEC and ETS; *(May 2010)*
 - Increase transparency of Tollab CE activities by opening parts of the CE meetings to the public; *(Sep 2009)*
 - Attend LSA Board meetings;
 - Involve LSA boards and active members in Tollab committees and events;
 - Organize a group camp in the summer of 2010. *(May 2010)*

Executive Secretariat

- Objectives
 - i. Render the internal functioning of Tollab simple and standardized;
 - ii. Make finding information easy and accessible;
 - iii. Facilitate the internal functioning and task coordination of Tollab CE.

- Plan
 - Phonebook:
 - Create a comprehensive phonebook regrouping all information about Tollab's external contacts and categorize them: sponsors, associations, government entities, artists, etc.; *(Dec 2009)*
 - Archives:
 - Create a database through the website for archives and update it regularly; *(Sept 2009)*
 - Database:
 - Standardize and improve, with the LSA, the member databases; *(May 2010)*
 - Establishing the rules of what kind of information can be shared or not; *(May 2010)*
 - Routine tasks:
 - Preparing agendas, meeting minutes, follow-ups, to do lists and standardized decision and minutes templates, etc. *(Sep 2009)*

Culture

- Objectives
 - i. Promote the Lebanese culture within the Quebecer society;
 - ii. Introduce the Quebec and the Canadian Culture to Tollab members and the Lebanese community at Large.

- Plan
 - Form a working coalition with the FMA, introducing a special creation during the FMA 2009 Festival; *(Nov 2009)*
 - Organize the 2010 Rally-paper around “ Une Intégrations en Couleurs”; *(May 2010)*
 - Participate in the “Festival Libanais 2010”, with a focus on the 2009-2010 slogan; *(June 2010)*
 - Maintain a website space for cultural events and activities held by Tollab, LSA, and other associations; *(Oct 2009)*
 - Encourage the LSA in the organization of sports clubs and participate in tournaments and contests;
 - Assist the LSA in organizing and promoting cultural events, such as “Café Culturel” and make it a priority to attend these events

Communication

- Objectives
 - i. Improve the communications between Tollab, its members, and the public, in order to be closer to the member and its needs;
 - ii. Render Tollab an information hub for members.

- Plan
 - Communication
 - Reduce the frequency of emails and messages, make them shorter by putting more emphasis on Website links; *(Sep 2009)*
 - Ensure, when possible, that all official documents issued by Tollab is presented in both languages, English and French; *(Sep 2009)*
 - Translate the constitution and procedures to English; *(May 2010)*
 - Prepare at least 2 surveys throughout the year in order to obtain members' feedback. *(Sep 2009, Avr 2010)*
 - Media
 - Publish at least 3 issues of "Tollab News", one at the start of each semester; *(Sep 2009, Jan 2010, May 2010)*
 - Issue press releases in Arabic, English and French in the media.
 - Website:
 - Implement new features that will make the website more interactive and give the opportunity to members to share their opinion, such as an interactive photo gallery and columns; *(Sep 2009)*
 - Create an English version of the website; *(Mar 2010)*
 - Implementation of features to make webmaster's task easier and make faster update; *(Dec 2009)*
 - Create pages within the website for various activities and events in and around Montreal. *(Oct 2009)*

Academic

- Objectives
 - i. Assist the members in improving themselves academically and in finding information related to the advancement of their academic career.

- Plan
 - CAFEL:
 - Increase CAFEL funding; *(Jan 2010)*
 - Divide the bursaries into 2 new categories: financial need and academic achievement; *(Sep 2009)*
 - Facilitate the application process; *(Sep 2009)*
 - Improve the internal functioning of the CAFEL committee, increase confidentiality of information and improve transparency. *(Sep 2009)*
 - Create an academic committee composed of members from the various LSA with a mandate to:
 - Create a database for publishing other bursaries available for students from their institutions as well as from external sources; *(Nov 2009)*
 - Communicate with the various academic advising offices on the various campuses and refer students to them for help; *(Nov 2009)*
 - Work with the international students offices at the different universities, and ask them to provide the students with information about Tollab (brochures, website links, etc...) and, if possible, ask them to provide Tollab with a list of students registered following the student's consent. *(May 2010)*
 - Organize an academic conference composed of a single or a panel of speakers on subject related to Tollab's mandate and slogan for the year. *(Mar 2010)*

Services

- Objectives
 - i. Create new services;
 - ii. Aim to make T+ a model discount card to recommended locations in and around Montreal.

- Plan
 - T+:
 - Improve the transparency of T+ operations; *(Jan 2010)*
 - Offer T+ as a free card to Tollab members, and a paid card for non-members; *(Jan 2010)*
 - Spread the areas covered by T+ in Montreal and ensure a variety of the types of sponsors; *(Jan 2010)*
 - Seek partnerships with existing organizations offering services (cultural, leisure, etc.) *(Jan 2010)*
 - Enhance sponsor follow-up. *(Jan 2010)*
 - Create a Buddy program with the goal to pair new students with current students, members and alumni, to assist in the settlement process and share knowledge about university life issues; *(May 2010)*
 - Create a “know-how” sections on the website containing useful links to services not offered by Tollab; *(Feb 2010)*
 - Create a classified ad section on the website that covers wide range of areas such as tutoring, housing, services, etc. *(Mar 2010)*

External

- Objectives
 - i. Improve Tollab's external relationships with other organizations;
 - ii. Expand Tollab's social network.

- Plan
 - Create a list of all Lebanese organizations in Montreal with whom a potential partnership opportunities may arise; *(Oct 2009)*
 - Meet with all potential organizations and create a public common calendar for events and activities. Such calendar can be web-based and can be adjusted by any participating organization; *(Nov 2009)*
 - Work with the ministry of Immigration and Foreign affairs, in rendering Tollab more visible to new applicants; *(May 2010)*
 - Draft a list of various governmental offices (municipal, provincial and federal), and introduce the Tollab plan, and maintain contact; *(Oct 2009)*
 - Draft lists of:
 - Various activities, seminars and conferences on the social integration of immigrants to assist in the process of settling; *(May 2010)*
 - Different Lebanese and non-Lebanese organizations in the social, cultural and economic domain and create an alliance with them by organizing common events and activities at the Tollab or LSA level. *(May 2010)*
 - Attend networking events and activities held by various organizations.

Marketing

- Objectives
 - i. Ensure a constant flow of sponsors;
 - ii. Improve Tollab-Sponsor relationships;
 - iii. Improve the marketing of Tollab Events and Activities

- Plan
 - Sponsorships:
 - Create an extensive list of current and potential sponsors and a plan on how to communicate and follow-up with them; *(Oct 2009)*
 - Create a comprehensive marketing kit with customizable packages for potential sponsors; *(Sep 2009)*
 - Explore a yearly sponsorship concept. *(May 2010)*
 - Multimedia:
 - Partnership deals with “Funcepts” for graphic design maintaining the same brand image of Tollab; *(Sep 2009)*
 - Partnership deal with “Dearminds” for video footage and montage to cover all our events; *(Sep 2009)*
 - Partnership deals with professional photographers for events. *(Sep 2009)*
 - Perform a feasibility study on creating “Tollab Products.”
 - Introduce “Tollab Products”, which will satisfy certain needs of student members and increase Tollab’s exposure in the Lebanese community and the Montreal area as well; *(May 2010)*

Finance

- Objectives
 - i. Increase the financial stability of Tollab;
 - ii. Improve the finances and bookkeeping of Tollab and its member associations.

- Plan
 - Find a common financial system, budgeting and bookkeeping, that Tollab and the LSA could use in their operations; *(May 2010)*
 - Explore a plan for incentive packages for LSA; *(Oct 2009)*
 - Implement a new web-based system for fee collection; *(Jan 2010)*
 - Provide continuous reporting of the financial situation to the CE and CA when needed; *(Oct 2009)*
 - Explore a new donations-based funding model; *(May 2010)*
 - Explore government funding opportunities. *(May 2010)*

President

- Objectives
 - i. Foster a sense of belonging within the LSAs, CE/CA and members;
 - ii. Promote Tollab and its mission at every opportunity;
 - iii. Manage and lead.

- Plan
 - Adhere to the 2009-2010 slogan, “Une Intégration en Couleurs”;
 - Assist the VPs, the committees and the teams in every aspect of the task at hand;
 - Make sure that the yearly plan is progressing in a timely manner;
 - Create a committee that will review the constitution and propose amendments; *(May 2010)*
 - Promote and enforce the adherence to the constitution;
 - Work with previous executives into establishing “Tollab Alumni”; *(May 2010)*
 - Identify a cause that will carry Tollab from year to year. *(May 2010)*

Tentative calendar

	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May.
Coordination	CE meetings open to public ●	LSAs gathering ●	Elaborated procedures ●		LSAs gathering ●				transition camp ●
Secretariat	Archives database ●			Phonebook ●					Members database ●
Culture		Section on the web ●	FMA ●						Rally Paper 2010 ●
Communication	Tollab News ●				Tollab News ●		Website English version ●	Const. English version ●	Tollab News ●
Academic			Academic contacts ●		CAFEL ●		Academic conference ●		
Services					T+ ●	Know-how ●	Classified Ad-Section ●		Buddy Program ●
External		List of contacts ●	Common Calendar ●						List of activities ●
Marketing	Marketing kit ●	Sponsors gathering ●							Tollab products ●
Finance		Incentive plan ●			Web payments ●				Financial system ●
President					Constitutional amendments ●	GALA ●		TOLLAB cause ●	TOLLAB ALUMNI ●

- Milestone
- Event