

The Strategic Plan of



**ASIAN LAW STUDENTS'
ASSOCIATION**

Authenticated by:
ALSA International Board 2020/2021



I. Background

A. Purpose

The intention of the Strategic Plan is to develop and improve the individual National Chapter.

There have been a number of problems floated by the National Chapters resulting from

- (1) Differing Priorities
- (2) Differing Expectations
- (3) Differing Standards

The Strategic Plan will aim to address these issues across the various sectors to establish a proper set of guidelines that all National Chapters can adopt. This will ensure alignment throughout the organisation.

The Strategic Plan will also have to identify:

- (1) where the organization is going
- (2) why the organization is going there
- (3) how it can add value to the organization and its members; and
- (4) the existence of effective and efficient implementation criteria/indicators.

II. Potential & Problems

A. Academic

Several problems were raised on an Academic front.

- (a) ALSA is not always viewed as a scientific legal-based organization
- (b) In some National Chapters, ALSA conducts more Non-Legal Programmes
- (c) A number of National Chapters do not have sufficient legal publications

A problem raised was that ALSA was not viewed as a scientific legal based organization.

These can be attributed to a lack of training and projects on the National Board level.

B. Social

A number of National Chapters felt that there were insufficient activities addressing societal issues.

- (a) There is a focus on Data and Technology
- (b) There are insufficient news commentaries
- (c) The existing programmes are not linked to the law

C. Manpower & Participation

- (a) A small minority raised the issue of unresponsive National Boards.
- (b) There was a general satisfaction towards Manpower and Participation across the National Chapters, but some felt that their visibility could be improved. This will be addressed under visibility.
- (c) There was also widespread agreement that effective professionalism and succession were present in the organization.
- (d) There was unanimous agreement that it was vital for knowledge and experience to be shared with the successors.

D. System

- (a) Differences in understanding and expectations in the communication process and cooperation between the International Board and the National Chapter. These irreconcilable differences have hampered the overall performance of ALSA Indonesia and have been occurring for years.

- (b) Understanding and harmonization between the International Board and National Chapter, as well as between the National Chapters, in order to increase productivity, collaboration, and minimize egocentrism between entities.
- (c) In addition, as technology advances, it is also necessary to have a National Board and Local Chapters that have qualified technological literacy to stay relevant to the times and quickly adopt changes.

E. Expansion

- (a) ALSA's Alumni were viewed as an integral resource that was not being tapped on. Many alumni regret the lack of synergistic relationships with alumni. Therefore, National Chapters can create and/or develop this relationship by maximizing the empowerment of its alumni and integrating them, so that the delivery of information, knowledge, and experience can be carried out consistently and continuously.
- (b) ALSA's Visibility in most National Chapters is largely positive, however, some National Chapters might need to improve their presence on social media.

F. Additional

- (a) Surveys are a useful tool for gaining opinions
- (b) Programs could be more appealing and less intimidating.

III. Targets

A. Academic

- (a) National Chapters need to implement more legal publications and legal programmes.

B. Social

- (a) The National Chapters should strike a balance between pursuing events their current and events that address societal issues.

C. Manpower & Participation

- (a) There should be structures in place to ensure succession is made smoothly and that the relevant knowledge and experience is passed on. This can be accomplished by a transfer of knowledge in the form of:
 - 1. Main tasks and functions, a basic understanding of ALSA, work systems, regeneration systems, programming;
 - 2. Related documents, SOPs, or products;
 - 3. passwords Email and/or other accounts; and
 - 4. Suggestion and any input
- (b) Unresponsive boards should be given warning letter if deemed necessary

D. System

- (a) Improve cooperation and communication among National Chapter
- (b) Collecting, processing, and integrating data from International Board and Local Chapter based on an online database.



E. Expansion

- (a) ALSA's alumni should be given more avenues for involvement

This can be done in several ways:

- i. Alumni Reunion
- ii. Alumni involvement in projects
- iii. Alumni Group Chat

- (b) ALSA's visibility can be boosted via a greater social media presence

This can be done by:

- i. Creating & Posting more content that is accessible to students

- (c) ALSA's branding can be more consistent, and more information should be provided on its partners.

- i. Creating a profiling booklet
- ii. establishing a professional social media presence such as on LinkedIn or an official website



IV. Execution

A. Academic

- (1) In each term, each National Chapter shall contribute a minimum of three publications to the International Board Academic Publication. These will be posted as publications of the IB but will be credited to the National Chapter that submitted them.
- (2) National Chapters are encouraged to contribute more than three academic publications.

B. Social

- (1) National Chapters should create at least one event per term targeted at addressing a societal issue that is pertinent in their respective country.
 - Topics can be found by surveying members on topics they believe are relevant now.

C. Manpower & Participation

- (1) Prior to each handover, a meeting should be in place (if not already) to prepare potential incoming position holders
- (2) Interest can also be gained early on so as to avoid a situation where there are no adequate successors.

D. System

- (1) Having a joint project between the National Chapter in the form of programs and sharing information.
- (2) The creation of a data center belongs to National Chapter integrated online based on Google (Google Drive / Dropbox, Google Docs, Google Sheets, Google Form) so that

related data can be accessed, edited, updated, and shared effectively and efficiently in accordance with ALSA International Data Policy, which contains

- (a) alumni database
 - (b) member database
 - (c) program database,
 - (d) data collected from forms, and
 - (e) other data/documents, which are updated regularly
- (3) The data will serve as the guideline during policy drafting, problem-solving, decision making, and innovation/initiatives

E. Expansion

The alumni should be made to feel that they are still part of the ALSA community.

- (1) Alumni should be offered a chance to participate in some events, whether by way of a review exercise or in other smaller roles
- (2) There should be at least one event per term that gives Alumni a chance to share their own ALSA/ law student journey. This could be done by way of networking events, panel discussions, or AMAs.
- (3) There should be a group chat or a page that the Alumni should be a part of to allow them to continually stay in contact with members.

F. Additional

- (1) The National Chapters can disseminate surveys to their members to get feedback. This will allow them to better curate their activities and programmes for their members.



- It is recommended that this exercise should be done semi-annually.

V. PROCEDURES

A. Implementation

- (1) This document shall be valid for 3 years and shall be updated afterward.
- (2) Strategic Plan will serve as the basis for consideration to harmonize the work plan of the International Board & National Chapter according to the target set out above
- (3) Technical implementation which is not further regulated in the strategic plan would be applicable as long as it remains relevant and does not leave the objectives and indicators that have been determined
- (4) All forms of initiatives, innovations, or changes that are not listed in the strategic plan shall be reported regularly to International Board

B. Report Mechanism

- (1) The Yearly Plan shall be submitted to the Director of Strategic Management of the International Board (Dir. SM) at the beginning of every term (based on National Chapter Timeline)
- (2) The Director of Strategic Management will work in conjunction with the National Chapters to effectuate the objectives set out above.



- (3) The implementation report shall be submitted to Secretary-General during Half and Full Annual Report

C. Evaluation

- (1) International Board will pass over recommendation based on the Half and Full Annual Report
- (2) The evaluation will be given during ALSA Forum

D. Commitment

- (1) International Board and National Chapter will be faithfully committed to the implementation of the strategic plan for the development and betterment of ALSA
- (2) International Board and National Chapter enforce the strategic plan objectively by maximizing the available resources