

Strategic Planning 2019-2021

1. Preparation

Appoint Facilitators – Fire Inside Leadership

Mega Survey

Strategic Direction Survey

Key Informants Interviews

Board Discussions

Chapter Discussion



Strategic Planning Retreat, Banff

May 26 and 27, 2018

Board, Chapter Presidents, Association Leaders, Staff

Roundtable brainstorming, Focus groups

Review of Mission, Vision, Values

Developed Strategic Direction, Goals, Tentative initiatives

Focus groups to develop recommended initiatives

Board to review and finalize in September



GOALS

Raise Awareness of the IPAC Canada brand

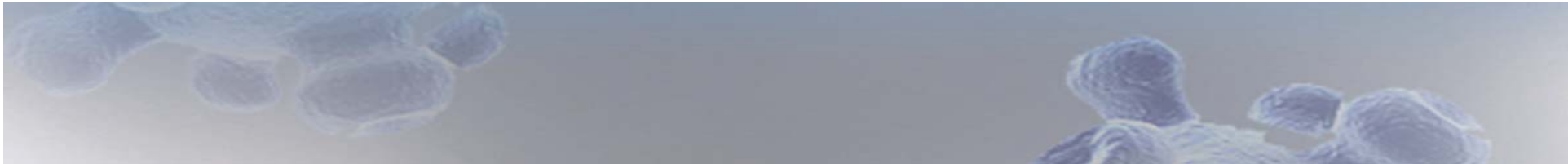
To increase visibility of the value proposition and activism of IPAC Canada; to become a household name

Advocacy and Partnership

To advocate for issues that will enhance the practice; to collaborate with current and new partners

Member Value and Engagement

To enhance and promote the value of membership with a goal of membership increase; to increase member engagement with the goal of sustained membership



Knowledge Generation

To increase resources in the publication of new practice documents, promotion of resources, enhance current publications

Communication

To review, revise and improve the current methods of communication to members and the public (website, journal, email, e-blasts), consider new technologies.