

One Page Plan (27Oct19 "2019 to 2022")

Vision

Employers with food service responsibilities
value/desire/prefer/crave employees who are members of CSNM

Mission

*Empowering members. Creating leaders.
Building Professional Excellence*

Values

*Proactive, Trustworthy, Credible,
Professional, Embracing Diversity*

Strategic Objective

Implementation Strategies

Metrics

Champion

1. Accreditation - Update standards and competencies	<ol style="list-style-type: none"> 1. Complete a revised manual with updated standards and competencies 2. Increase number of accredited colleges by 10% year over year 3. Put a visual map of all accredited colleges and universities on our website. 	<ol style="list-style-type: none"> 1. Timely reports from evaluator 2. # of new grads 	<ol style="list-style-type: none"> 1. Accreditation Portfolio Manager
2. Certification – Every CSNM member becomes CNM	<ol style="list-style-type: none"> 1. Review acceptance exam criteria, “nutrition manager”, CSNM member and certified nutrition manager criteria 2. Marketing 3. Education of stakeholders and members of the program 4. Increase recognition for being certified 5. Provide incentives for mentoring/peer-to-peer support 6. Target those who should have their CNM designation (e.g. those who have the education points) 7. Update the application and renewal process – make it super easy to complete 	<ol style="list-style-type: none"> 1. # of certified nutrition managers 	<ol style="list-style-type: none"> 1. Certification Portfolio Manager
3. Partnerships - Fully Engaged, Two-Way Communication that Benefits All Employers and CSNM Partners	<ol style="list-style-type: none"> 1. Develop partnership strategy with employers 2. Develop college partnership strategy 3. Develop peer association/governing bodies strategy 4. Develop corporate member strategy 5. Articulate employer benefits/CSNM value 6. Refine and retain focus (healthcare and beyond?!) 7. Review scope of practice 8. Piggyback off other accreditation organizations to recognize and raise value of CSNM e.g. Accreditation Canada, BC Senior Living Association and other accreditation bodies 		<ol style="list-style-type: none"> 1. Elected by Provincial Representatives
4. Recruiting & Retention- Develop and Implement Strategies to Recruit New Members and Increase Member Retention & Involvement	<ol style="list-style-type: none"> 1. Look at current recruiting best practices 2. Advocate Membership to be legislated in more provinces 3. Look at Employer current practices for insights 4. Attend/exhibit at aligned conferences (do this better) 5. Partner at the student level 6. Understand the current state/analyze data that we have 7. Conduct entrance and exit interviews 8. Upgrade member resources are on website 9. Provide more connection/education opportunities regionally 10. Review present acceptance criteria for examination/membership including students not attending accredited colleges. 11. Involve college directors to survey students (2yr – membership) 12. Reach out to lapsed members for feedback (personal call) 13. Reach out to peer associations with driving forces in each region 14. Attend job fairs/industry conferences/education days 15. Create volunteer recruitment strategy 	<ol style="list-style-type: none"> 1. # of members 2. Attrition rate 3. Exit interviews 4. # lapsed memberships 5. # resignation in good standing 6. # retired 7. # dormant 8. # by Province 9. # of those who request to write the exam 10. # of those who pass/fail the exam on the first try 11. # of those who retake the exam and pass/fail 	<ol style="list-style-type: none"> 1. Admissions/Membership Portfolio Manager
5. Provincial Structure	<ol style="list-style-type: none"> 1. CSNM work in collaboration with all Provinces to identify the best structure to support CSNM members. 2. To create an ad hoc committee to identify best structure to support CSNM members who have a working Provincial Chapters and those members who are not in a location where there is a Provincial Chapter 3. Those provinces that have a viable chapter, we will continue to maintain the status quo relationship. 		<ol style="list-style-type: none"> 1. President-Elect