

# 2022-2025 One Page Plan (October 2022, rev Aug 2023)

## Mission

*Support members to enhance professional excellence*

## Vision

*The Food and Nutrition Industries require CSNM members to be an integral part of their team*

## Values

*Professionalism, Credibility, Inclusivity, Advocacy, Accountability*

Strategic Objective	Implementation Strategies	Metrics	Champion
<b>1. Membership – Recruitment and Retention</b>	<ol style="list-style-type: none"> <li>1. Redefine the structure of the membership portfolio – strike sub-committees and short-term working groups</li> <li>2. Build awareness and outreach at the secondary school level – Meeting with school principals / superintendents</li> <li>3. Build awareness and outreach to the wider industry</li> <li>4. Review Membership Criteria and Categories – look at PLAR / types of membership categories / identify barriers to membership</li> <li>5. Expand on member recognition (member spotlights)</li> <li>6. Create surveys</li> </ol>	<ol style="list-style-type: none"> <li>1. Access current portfolio / volunteers, On-board new volunteers as needed, by January 2023</li> <li>2. There are 2,600 high schools in Canada – pilot a project in Alberta</li> <li>3. Increase corporate members</li> </ol>	1. Jamie Daigle
<b>2. Education – Grow, Maintain, and Expand CSNM's Continuing Education Program</b>	<ol style="list-style-type: none"> <li>1. Communicate and increase other external education providers to use CSNM's CE system</li> <li>2. Target new and current educational programs / institutions that are not currently CSNM accredited</li> <li>3. Build relationships with other professional organizations and industry (i.e. CPS)</li> <li>4. Look at education delivery models – conference (in person), virtual, hybrid, two regional in-person meetings</li> </ol>	1. Increase external CE Points	
<b>3. Brand – Digital Strategy and Brand / Logo Review</b>	<ol style="list-style-type: none"> <li>1. Use Instagram platform and other social media to promote the Brand</li> <li>2. Make the mission, vision and values more relevant to today (defining what CSNM is)</li> <li>3. French Language Inclusion (bringing French speaking regions on board)</li> <li>4. Review and potential RFP for digital strategy / website design / logo – Brand Identity</li> <li>5. Use Membership, Accreditation and Employer videos to promote career opportunities</li> </ol>	1. Bridging the Generation Gap	
<b>4. Governance</b>	<ol style="list-style-type: none"> <li>1. Explore CSNM Becoming a Regulatory Body</li> <li>2. Develop a Diversity, Equity and Inclusion (DEI) Strategy</li> <li>3. Engage Members in other areas of Canada</li> </ol>	1. Ensure we fulfill all the provincial / territorial positions	