

# **CSNM 2013 – 2016 Strategic Plan**

## **Membership**

Priority: Retain, attract and inform CSNM members, to ensure the continued growth and success of the profession.

## **Social Media**

Priority: Utilize social media to educate, inform and engage members and non-members.

## **Advocacy**

Priority: Influence employers and governments to recognize the value of Nutrition Managers and to position Nutrition Managers to be recognized as leaders in healthcare food service in Canada.

## **Certification**

Priority: Ensure Certification program provides value to CSNM members and is the standard in the food service industry.

## **Education**

Priority: Provide quality continuing education utilizing a variety of approaches and methods of delivery.

## **Volunteers**

Priority: Engage volunteers to play an integral role in the operation of the society.

## **Communication**

Priority: Maintain high quality information that connects with our members and industry partners through various means.

## **Governance**

Priority: Build and maintain a cohesive board including relationships between the CSNM and provincial chapters with a strong succession plan in place

## **Budget/Financial**

Priority: Be consistent, transparent and accountable to the CSNM membership and adhere to all relevant legislation.