

Mission Statement

Empowering members. Creating leaders. Building professional excellence.

Values

Proactive, Trustworthy, Credible, Professional, Embracing Diversity

	Objectives	Actions	Responsibility
National Structure	Strategy: To determine if restructuring is needed to make NM one Voice		
	Assess National Structure	<ul style="list-style-type: none"> ▪ Set up Task Force, Determine members – President, Past President, President Elect, Provincial Reps ▪ Set date, agenda for first meeting ▪ Set agenda ▪ Invite Provincial Chapter President and President Elect to Ottawa Summit ▪ Create invite/ expenses ▪ Determine attendees ▪ Send invite ▪ Follow up to determine next steps depending on direction determined 	President / Past President
	Develop a Volunteer Program	<ul style="list-style-type: none"> ▪ Review of current Program ▪ Complete Revisions ▪ Succession planning for board positions <ul style="list-style-type: none"> • Review policy and procedures for portfolio, Review of committee and see if any of the members are a potential successor, Invite potential successors to attend a board meeting ▪ Determine whether it needs to be a board position and when to be rolled in 	President/ Past President

	Objectives	Actions	Responsibility
Certification	Strategy: To Promote Certification, raising the Benchmark as a Professional in the Industry		
	Create a Task Force to determine the future of CNM	<ul style="list-style-type: none"> ▪ Sub-Committee members, as determined by the Certification Portfolio Manager 	Certification Portfolio Manager
	Create quality Criteria for extra 8 CE Points for CNM	<ul style="list-style-type: none"> ▪ Documentation of the History of CNM ▪ Review all policy/ procedures surrounding CNM criteria ▪ Develop Standards ▪ Investigate wording of CNM trademark in all documentation ▪ Draft Standards to be reviewed and brought to board for consideration ▪ Forward CSNM board approved standards to CCPC 	Certification Portfolio Manager
	To develop, identify and promote the benefits of being a CNM Member	<ul style="list-style-type: none"> ▪ To identify existing benefits ▪ Promotion and Conferences ▪ List benefits to CNM Members in Magazine and brochure 	Certification Portfolio Manager
	To increase awareness of CNM Brand through Marketing and Communication	<ul style="list-style-type: none"> ▪ Letter to Employers – in recognition of being a CNM ▪ Develop a New Brochure ▪ Contact Service Providers re: CNM ▪ Ongoing Magazine Articles ▪ Spotlight on New CNM in CSNM Magazine ▪ List who is certified in Magazine ▪ Human Resources departments – list of Certified Members ▪ Exit interviews by # of CNM's ▪ Measure success by # of CNM's ▪ In Collaboration with Continuing Education and Member Communication 	Certification Portfolio Manager

	Objectives	Actions	Responsibility
Education	Strategy: To Develop an Education Program to ensure all members maintain a professional standard		
	Process for CE Points for events would be efficient and effective	<ul style="list-style-type: none"> ▪ Review present process ▪ Request feedback from external partners on process ▪ Develop new process for CE points/events ▪ Set up meeting with office services to devise an easy to edit and typeable download application forms for all those applying for CE points ▪ Newly devised forms should be tested to ensure they are easy to use and quick to complete and submit ▪ To develop an easy to edit sheet with Member Communications Portfolio Manager to ease the transition from approved CE points to be posted on our website ▪ Feedback to be requested from our long standing industry partners as they begin to work with the new forms 	Continuing Education Portfolio Manager
	Central Database of Educational Programs – Create planner	<ul style="list-style-type: none"> ▪ Implement yearly planner to organize educational events ▪ To share education event schedule in Member Communications Calendar 	Continuing Education Portfolio Manager
Provide ALL members with high quality education in a cost effective manner	<ul style="list-style-type: none"> ▪ To provide educational opportunities for members and corporate members: Provide webinars and obtain feedback from these sessions to ensure quality education is provided, also to ensure that members who live in remote areas of Canada are allotted educational opportunities ▪ Provide a yearly survey to determine the education requests from membership ▪ Work with Certification Portfolio Manager to ensure that all competencies are provided 	Continuing Education Portfolio Manager	

Education		through education, both, inhouse and externally for membership to have reasonable access to 16 CE points each year	
	Conference Education	<ul style="list-style-type: none"> ▪ Networking /AGM – ensure that educational opportunities are posted and shared on website as appropriate ▪ Conference Committee Planning, educational competencies are covered ▪ Sustaining sponsor relationships – work with Membership Portfolio Manager to consider corporate opportunities are available 	Continuing Education Portfolio Manager
	Membership Collaboration	<ul style="list-style-type: none"> ▪ Ensure that Membership has ample opportunity for obtaining CE points ▪ Offer CE points to CSNM members who mentor students ▪ Ensure that webinars are open to all CSNM members free of charge ▪ Explore opportunities to incorporate and share education with common professional organizations (eg. Canadian Celiac Association; Dietitians of Canada; OHA; AHS; etc.,) as deemed fit ▪ Offer opportunities for corporate members to do webinars ▪ Work with Accreditation Portfolio / Colleges to promote educational opportunities ▪ Work with board to consider using the Student Competition as a means of a yearly opportunity to reach students and encourage involvement with CSNM. Followed up with surveys. ▪ Ensure that outreach for Students is considered. Work with Membership Portfolio Manager and Accreditation Portfolio Manager to ensure engagement with students take place 	Continuing Education Portfolio Manager

	Objectives	Actions	Responsibility
Communications	Strategy: To Develop consistent and relevant messaging to engage all stakeholders		
	Publish quarterly magazine which meets members continuing education needs	<ul style="list-style-type: none"> ▪ To plan and collect all material that is required toward the magazine then pass along the material to the publisher Naylor for final production of the magazine. ▪ To utilize volunteers in a more effective manner for magazine assistance and website monitoring assistance. 	Member Communications Portfolio Manager
	Distribute the magazine electronically to ensure better value to members by decreasing distribution & publishing costs	<ul style="list-style-type: none"> ▪ Investigate move in direction to digital version of the magazine with fewer sends of the hard copy for cost effectiveness ▪ Provide an option to opt out of paper mailing with a subscription to digital copy. 	Member Communications Portfolio Manager

	Objectives	Actions	Responsibility
Marketing	Strategy: To increase awareness of CSNM and NM profession to meet the goals of the Society		
	To increase awareness of CSNM and NM profession to meet the goals of the Society	<ul style="list-style-type: none"> ▪ Develop and send out survey (in conjunction with other committees) Re: Marketing how CSNM can better reach the members using the app, the magazine or other ▪ Check policies re: permissions and privacies ▪ Get members approval, send members recognition letter to employers ▪ Tag onto Global Tea Party ▪ Invite Employers/ HR Managers to Conferences ▪ Reach students, stakeholders: members, vendors, employers and general public ▪ Creation of an informal database of current and possible employers who would benefit from knowing about NM's and CSNM. Invite and send (include sponsorship program). ▪ Increase awareness of the Nutrition Management profession to potential candidates looking at second career training 	President Elect
Technology	Objectives	Actions	Responsibility
	Strategy: To design a web base that can support all CSNM initiatives		
	IT Plan that supports all CSNM initiatives	<ul style="list-style-type: none"> ▪ Create a Task Force ▪ Create RFI ▪ Create RFP to procure a product that meets the needs previously identified 	President

	Objectives	Actions	Responsibility
Corporate Membership	Strategy: To increase Corporate Membership to be more inclusive		
	Have a Corporate Membership prospectus	<ul style="list-style-type: none"> ▪ Review current document ▪ Once Passed; send by email to all current members to advise there is a new option for them ▪ Communicate sponsorship policies and procedures to potential sponsors 	Admissions/Membership Portfolio Manager
Membership	Objectives	Actions	Responsibility
	Strategy: To maintain/ increase number of members to create a sustainable, professional association		
	Maintain / increase number of members to create a sustainable, professional association	<ul style="list-style-type: none"> ▪ Dual Marketing/Membership – investigate opportunities to communicate with potential students ▪ Investigate additional member benefits ▪ Investigate Associate Membership for all Colleges ▪ Implementation of Field Placement Facilitator Program (Mentorship) 	Admissions/Membership Portfolio Manager