

## 2018 CIPHI Manitoba Branch Strategic Plan

**Strategic Planning Working Group members:** Ali Rana, Jennifer Hughes, Natalie Lowdon

**Vision:** Organizational success and engaged membership.

**Mission Statement:** CIPHI MB represents and unites Environmental Public Health Professionals across Manitoba. We advance the profession and field of Environmental Health through certification, advocacy, education and professional competencies. Through this, we protect the health of all Manitobans.

**Process:** CIPHI MB Branch President - Ali Rana, Vice President – Jennifer Hughes, and Branch Secretary – Natalie Lowdon began reviewing the membership engagement survey results jointly. Over several meetings, and reviewing additional member suggestions, the group developed goals for the Branch to work towards. These goals were distributed to the Branch Executive Committee for their review and comment. Upon review – the document was finalized and will be presented at the AGM in 2018. After this, it will be posted on the branch website. This will be a ‘living’ document for future branch executive committees to review and continue efforts on.

Based on ongoing membership feedback and survey results, the CIPHI Manitoba Branch strategic planning working group under the Branch Executive Committee generated the following goals:

### Goals:

<b>ADVOCACY TO EMPLOYERS AND UNIONS: PROVIDING INFORMATION TO EMPLOYERS ON THE VALUE OF CPHI(C).</b>
<b>Action item:</b> The branch will communicate with National to promote the value of CPHI(C).
<b>Measurable:</b> Branch meeting minutes.
<b>Action item:</b> Provide a Manitoba voice at National.
<b>Measurable:</b> NEC meeting minutes.
<b>Action item:</b> Communicate any Branch priorities and concerns to National.
<b>Measurable:</b> NEC and Branch meeting minutes.
<b>Action item:</b> Maintain record of all CIPHI correspondence submitted to employers.
<b>Measurable:</b> Store files accessibly for business continuity for Executive Committee members.
<b>ADVOCACY TO THE PUBLIC: PROMOTING OUR PROFESSION THROUGH MEDIA.</b>
<b>Action item:</b> Generate ideas on public awareness strategies to communicate with National.
<b>Measurable:</b> Maintain record of ideas presented at CIPHI National. Inform membership on any progress.
<b>Action item:</b> Disseminate promotional material.
<b>Measurable:</b> Maintain inventory of promotional material dissemination.
<b>Action item:</b> Participate in and seek out career related events in an effort to promote CIPHI.
<b>Measurable:</b> Inform membership of career event participation and involvements through the Placard. Promote the event participation on the social media account.
<b>EDUCATIONAL AND TRAINING: PROVIDE A COMBINATION OF TECHNICAL PRESENTATIONS AND HANDS ON TRAINING.</b>

<b>Action item:</b> Deliver a workshop that provide a combination of speakers and technical training.
<b>Measurable:</b> Host an annual branch workshop.
<b>Action item:</b> Seek out and notify membership of PDH educational opportunities, including webinars and online courses.
<b>Measurable:</b> Use CIPHI email account to notify membership of opportunities.
<b>TRANSPARENCY: ENSURE TRANSPARENCY OF THE EXECUTIVE COMMITTEE BUSINESS AND DUTIES.</b>
<b>Action item:</b> Maintain communication with members on ongoing NEC and branch executive committee.
<b>Measurable:</b> Send National Meeting Minutes to members.
<b>Measurable:</b> Generate and email The Placard bi-annually to the members.
<b>Measurable:</b> Provide all membership survey results to membership.
<b>Measurable:</b> Send out AGM report prior to each Annual General Meeting.
<b>Measurable:</b> Provide feedback collected from member surveys.
<b>SUCCESSION PLANNING: STREAMLINING THE TRANSITION FROM CURRENT EXECUTIVE TO THE NEXT TO KEEP THE BRANCH MOVING FORWARD.</b>
<b>Action item:</b> Use this Strategic Planning Document to uphold the continuity of branch goals.
<b>Measurable:</b> Review and amend this document after each member engagement survey.
<b>Action item:</b> Propose position of President Elect.
<b>Measurable:</b> Speak to the Branch committee; look at changing the by-law, vote at the AGM in 2019.
<b>Action item:</b> Develop an effective electronic storage system for all branch documentation, such as policies, reports etc. that is easily accessible to the Branch Executive Committee
<b>Measureable:</b> Create the storage system and have it in place by 2019 for access to all branch executive committee members
<b>Action item:</b> Review Branch web-site and consider updating the page set-up, explore costs associated with updating
<b>Measureable:</b> Complete review and determine best web-site platforms to implement by the 2019 AGM
<b>MEMBERSHIP INVOLVEMENT: MAINTAIN AND INCREASE MEMBER PARTICIPATION.</b>
<b>Action item:</b> Encourage membership involvement with the Executive.
<b>Measurable:</b> Continue to invite members to participate in Branch Executive business.
<b>Action item:</b> Conduct a Membership Engagement Survey every 2 years (the first one took place in 2017).
<b>Measurable:</b> Create and disseminate the next member engagement survey in 2019.
<b>Action item:</b> Conduct a workshop experience review.
<b>Measurable:</b> Conduct a survey post event for attendees.
<b>FINANCIAL UPDATE: PROVIDE MEMBERSHIP WITH FINANCIAL UPDATES.</b>
<b>Action item:</b> As per the by-law, the Treasurer will continue to provide the annual budget report.
<b>Measurable:</b> Email annual budget report to member prior to the AGM and presented at the AGM.
<b>Action item:</b> Review investment portfolio annually to ensure best rate.
<b>Measurable:</b> Treasurer and President to meet with Investor's Group to review the portfolio annually.