

Strategic Direction #1: Engaging and showcasing our members

There is a lot of room to improve student engagement at the CFMS. At this moment, we have 2500 communique subscribers and 3000 active users on the website. We want to further engage our members in all aspects of the organization. It is critical that members are aware of the opportunities, support and resources that we have available. Further we are most effective in advocacy if we have strong engagement and contribution from our membership.

In order to fulfill our mission of connecting, supporting and representing our members we must be able to effectively communicate the various opportunities we offer.

One of the biggest roles of the CFMS is to provide our members opportunities that will allow them to advance in their careers. There are opportunities to advertise better our opportunities. On a survey to the Representative roundtable., a major point that members want to have a better social media presence and more opportunities advertised.

Finally, based on previously collected data our most popular social media posts are those that showcase member achievements and activities. Aligned with our overall mission of connecting and supporting we will make a concerted effort to more actively showcase member achievements and activities to celebrate good work and connect students doing similar initiatives across the country.

Goal/Objectives:

1. Engage the CFMS membership through innovative and sustainable ways.
2. Consider new methods/technologies, such as a CFMS app or a CFMS forum, to help members connect directly with one another and with the CFMS.
3. Develop clear guidelines and strategies for CFMS social media presence.
4. Improve our internal processes for developing press releases and announcements .
5. Improve member interest in CFMS engagement opportunities .
6. Effectively showcase the CFMS membership and highlight local Medsoc and student initiatives.

Evaluation, Measurables, Deliverables:

- Increase Communique subscribers to 50% of the membership
- Increase Website subscription to 50% of the membership
- increase in followers on social media by 20%
- Increase in number of views/engagements on the posts by 20%
- Survey measures indicate increased satisfaction from members regarding our social media presence.
- Release a report on feasibility and strategy regarding developing a CFMS mobile App
- Press releases and announcements are released in a timely manner.
- CFMS members are more of the opportunities offered by the organization
- Showcasing CFMS membership and student initiatives on social media at least once weekly.

Strategic Direction #2: Optimizing IT infrastructures

An issue that came up through the membership in the last few years is the fact that the website is becoming hard to navigate and information might be difficult to access. There is opportunity for more membership feedback and consultation on developing the CFMS website.

Due to human resource limitations, the CFMS website content is not always fully updated in a timely manner. Additionally, not all pages on the website are accessible in both English and French.

Lastly, we are currently working with an IT firm in order to develop complex website features. The CFMS needs to think about the future directions of the website in terms of external development, and what funding model to take in order to optimize the services to students.

Goals/Objectives:

1. The website is easier to navigate in order to allow the membership to quickly and easily find the information that they need.
2. The website team is optimized in order to ensure that the content is always up to date. A robust IT infrastructure plan to ensure sustainable funding for growth is developed.
3. Finally, as we are a bilingual organization, one of our main objectives will also be to achieve a bilingual website in order to better outreach to our french-speaking members.

Evaluation, Measurables, Deliverables:

- Feedback from RRT/ membership on website navigation is positive and consistently sought.
- Sustainable website translation infrastructure
- Website is 100% translated
- The website content is up to date at all times
- A sustainable IT policy is developed and released
- Long term contract with external IT contractor is signed.

Strategic Direction #3: Strengthen and clearly outline communication between portfolios

Description/Background:

Historically, there have been challenges in collaboration amongst portfolios with the communications team in developing the most effective joint communications endeavours.

Portfolios have not always had sufficient human resources and expertise dedicated to ensuring we disseminate our message and effectively communicate our opportunities and events with members.

This strategic direction hopes to ensure that there are more robust communications plans within each CFMS portfolio and that there is seamless collaboration between the communications team and other portfolios.

Goal/Objectives:

- Improve collaborations with portfolios in order to generate content. Provide the Board and volunteers better direction on how to communicate internally and with external stakeholders.
- Effectively execute existing communications guidelines.

Evaluation, Measurables, Deliverables:

- Create organizational communications calendars at the beginning of the term. This includes yearly events and describes communications plans for noted events.
- Improved understanding and compliance from portfolios with the communications processes.
- Increased communication of portfolio events and opportunities
- External stakeholders better understand CFMS goals and activities.

General Work plan Updates

Time point	Progress	Measurables and Deliverables targets
AGM 2020	CFMS App	Completion of the report Analysis of feasibility and cost estimates of the App
	IT Policy	Development of the IT Policy
	Review of comms processes in preparation of developing guidelines. Preliminary work on communications guidelines.	X
	Preliminary discussion regarding IT contractor's new contract	X
	Website translation	Website partly translated + setting up of sustainable infrastructure of translations
	Transition from Tigertech to GSuite for web domains	Transition completed
	Preliminary work towards transitioning to corporate IT company	X
	Creating portfolio communications calendars for 2020-2021	X
AGM 2021	Final Communications guidelines developed	X
	New IT contract signed	Contract finalized
	Having clear Website translation processes and guidelines	Internal release of the guidelines
	Completion of website translations	Website is 100% translated
	IT Policy	Release of the finalized IT Policy
	Signature of long term IT contract	X
	Membership survey measuring social media satisfaction	Results release
Creating portfolio communications calendars for 2021-2022	X	
AGM 2022	Increase engagement of CFMS members	-Increase Communique subscribers to 50% of the membership -Increase Website subscription to 50% of the membership -Increase in followers on social media by 20% -Increase in number of views/engagements on the posts by 20%

		-Survey measures indicate increased satisfaction from members regarding our social media presence.
	Membership survey measuring social media satisfaction External stakeholder survey on CFMS goals and activities	Results release
	New communications portfolio strategy	X