



Strategic Directions (National)	Objectives (Lower Mainland Chapter)	Chapter Activities	Chapter Contact
1. Revolutionize the CCHL Experience (create an unparalleled experience with members and be seen as critical to the enablement of exciting and fulfilling career trajectory in health) 1	Provide effective and timely communication to chapter members	1) Develop and implement communications strategy: a. Social media strategy b. Email campaign c. Reciprocal benefits of mentorship program d) Promotion of events e) Provide information on Chapter's vision/intent with educational programming f) Develop member newsletter	Moe Baloo
	Provide an effective "on-boarding" experience for new members	1) Develop and implement an "on-boarding" strategy for new members, in collaboration with CCHL national	Jerry Stanger
	Improve member experience & engagement	1. Provide more opportunities for members (current and retired) to become involved in chapter activities, decision making, etc. a. Use event survey to identify people interested in helping shape our objectives, provide feedback, etc b. Run 2 focus group (Topics TBD) – Vancouver & Surrey c. Run 2-3 mins ice breaker exercise before each event (expectation, interest, etc) 2. Develop opportunities to increase knowledge of CHE designation. a. Arrange a join webinar with National. Karen to followup b. Add a brief intro on CHE as part of Chair's opening remarks 3. Develop plan to support chapter members completing the CHE a. Identify if there are any tool kits that executive can use to familiarize themselves on CHE b. Online blog for CHE's (sharing best practices, asking questions, mentorship opp, etc) 4. Conduct annual member satisfaction surveys a. Relook at membership survey and add/edit questions to provide feedback to executives	Sadiq Panjwani
2. Stimulate Transformative Thought (challenge and disrupt traditional notions of leadership through debate, innovation and programs for members; advance meaningful system reform)	Provide educational and networking events that meet the needs of chapter members	Membership education/development: 1) Develop a focused (strategic theme) program plan of events that support the Professional Development (PD) needs of leaders. 2) Increase accessibility and appeal of events (availability of webinars, cross sector appeal, etc.) Venue and Logistics: 1) Ensure events are offered in diverse locations to appeal to members across the lower mainland.	Michelle de Moor
	Advance partnerships and alliances	Partnership engagement: a. Develop an evaluation process to identify areas for improvement regarding partnerships. b. Seek out opportunities to add additional partners from educational institutions (may explore UFV, identify corporate & commercial members) c. Actively nurture strategic partnerships and innovation through co-jointly sponsored conferences and events Plan: 1. Create an inventory of current partnerships and strategic contacts - using the strategic alliance frameworks and evaluation structure for the MHA program at UBC and EMBA program at Sauder we are developing a list of partnerships. 2. Define relationship parameters with partnerships ie what are the terms of reference for the partnership 3. Define terminology used with partners based on outcomes ie what is the difference between a strategic affiliation partnership versus a strategic education partnership versus a strategic alliance partnership 4. Develop an evaluation process to complete with all partners to ensure that commitments are fulfilled, the duration of the partnership is understood and furthers strengths, weaknesses and values of the partnership can be identified. 5. Commit to exploring one additional partnership agreement by the end of 2016	Julia Raudzus
3. Networks of Influence (create access to provocative, inspired, and collaborative events)	Support emerging health care leaders	1) Student and emerging leader engagement: A) Evaluate effectiveness of Mentorship Program and align with National & LEADS model b) Develop opportunities to engage students, emerging health leaders & leaders c) Foster opportunities for student participation as volunteers.	Dacia Howard Jovanovic
	Ensure financial viability and sustainability of chapter	1) Develop sponsorship engagement plan (incl. retention) 2) Reduce costs of chapter events 3) Seek out new sponsors on an annual basis and for special events 4) Evaluate the ROI on Chapter events & event management company; examine benefit of a "venue planning group" with goal to mix up location of events 5) Participate in National/Chapter Budget Discussions Board/CAC (Paul) 6) Create "tiered" sponsorship options	Sadiq Panjwani
4. Chapter sustainment	Increase chapter membership	1) Develop and execute a member campaign in collaboration with CCHL National.	Paul Gallant
	Ensure strategic workplan is updated & progress reviewed	Update the Chapter Strategic workplan & ensure alignment with National Strat Plan	Jerry Stanger