



### Strategic Plan Executive Summary

The CSC Board of Directors (Board) have developed the following Plan based on a planning exercise that began in July 2015. The Board will refer to the Plan as a focus for discussion and effort on the matters that have been collectively identified as priorities for the CSC.

**Mission Statement:** To empower, represent, connect and serve chemists.

**Vision:** Advancing the chemical sciences for the benefit of all.

**Core values:** Collegiality, respect, scientific rigour, education, communication, advancement, accountability, representation, advocacy, professional development, outreach, professionalism, commitment.

**Code of Ethics:** The CSC applies the Code of Ethics of the Chemical Institute of Canada (CIC).

### Strategic Directions:

- i) Increase membership, considering image of the CSC, interaction with membership, and demographic balance.
- ii) Increase recognition of chemists, including enhancement of awards for academics and industrial chemists.
- iii) Enhance the public perception of chemistry and the image of chemists and chemicals.
- iv) Build collaborations, including the FCPC and international sister organizations.
- v) Develop a bilingual culture for the society in collaboration with the CIC.
- vi) Review some services, including consideration of philosophies on conference, accreditation and career services.
- vii) Enhance interactions with industry, government and other organizations.

**Priority Strategic Initiatives:** for action and assessment of impact within five years.

- a) **Membership, Engagement and Growth:** Enhance communication with the members, enhance awareness of the CSC values, improve the image of the CSC, broaden the demographics of membership, enhance and expand career services and professional development opportunities, and achieve membership growth of 5% per year.
- b) **Conferences and Recognition:** Review and revise the objectives and procedures for the Canadian Chemistry Conference and Exhibition to enhance impact, optimize organizational efficiency, promote young chemists, and refine the awards program.
- c) **Bilingualism:** Develop a policy on bilingualism.
- d) **Diversity:** Develop a strategy to ensure that the activities of the CSC reflect the diversity of the chemical community.
- e) **Industry, Government and Community Engagement:** Enhance industry and government participation in CSC activities and enhance interactions with other professional organizations, including the FCPC, the ACS and the RSC.
- f) **Director of Communications:** Appoint a Director with responsibilities to improve the image of chemistry in Canada and of Canadian chemistry.