

**CES-ONTARIO – STRATEGIC GOALS
2010 - 2013**

GOAL #1 - Increase the profile and influence of CES Ontario

	Objective	Committees Responsible
1.1	Identify and build key strategic partnerships	Advocacy Conference
1.2	Define the CES Ontario competitive niche/advantage	Membership
1.3	Advocate the value of evaluation	Advocacy Communication
1.4	Develop a communication and marketing plan	Communication

GOAL #2 - Expand and enhance venues, methods and types of services offered to CES-ON members

	Objective	Committees Responsible
2.1	Explore opportunities for new CES-ON membership services and activities	Membership Student
2.2	Expand and enhance existing professional development activities	Conference Professional Development
2.3	Develop new professional development activities	Communication Membership Professional Development
2.4	Assess, update and improve communication tools and products	Communication
2.5	Support continuing education needs related to professional designation and credentialing	Professional Development

GOAL #3 - Optimize board resources

	Objective	Committees Responsible
3.1	Maintain financial health	Finance
3.2	Clarify administrative support role	Board Development Finance
3.3	Explore a new or revised Board structure and operations.	Board Development
3.4	Ensure effective Board succession planning and evaluation	Board Development