

## Our Strategic Plan Renewal Process (2010-2013)

### Rationale for Our Mission and Vision

The Canadian Evaluation Society – Ontario Chapter (CES-ON) is a constituted provincial chapter of the Canadian Evaluation Society, a not-for-profit, national, professional association of evaluators committed to advancing evaluation theory, knowledge and practice through leadership, advocacy and professional development. CES is guided by the following values: accuracy, feasibility, propriety and utility.

The CES-ON chapter has close to 400 members. The membership of the CES-ON represent different sectors including the provincial and municipal government, non-profit organizations, health care and social service agencies, school boards, colleges and universities, and private practice consultants.

CES-ON is committed to: promoting awareness of evaluation and its values, advocating the use of evaluation, disseminating knowledge, supporting research in evaluation, facilitating networking opportunities for members and recruiting students into the profession of evaluation.

In light of various environmental influences, as well as the on-going changes and challenges within the profession of evaluation, the CES-ON Board of Directors in 2009 decided to undergo a formal and systematic strategic planning renewal process. Though the CES-ON Board has previously engaged in a number of strategic planning and visioning activities, the Board wanted to be very clear about its strategic directions and priorities for the next three years, as well as have in place a well conceived implementation plan. CES-ON contracted the professional services of SHERCON ASSOCIATES INC to facilitate the Chapter's strategic planning process. The strategic planning session was undertaken on June 13, 2009. A number of strategic planning tools and processes were employed throughout interactive session including reflections and predictions, SWOT analysis, environmental scan and visioning. The Strategic Plan has been updated in response to feedback from the Board Directors, as well as feedback and input from CES-ON committees.

### CES-ON Mission

*The mission of CES-ON is to build and sustain a vibrant evaluation community in Ontario by fostering the implementation of theory, research and evidence-informed practice to achieve evaluation excellence in the public, private and non-profit sectors and thus contribute to the betterment of society.*

### CES-ON Vision

*CES-ON is the go-to-organization for the profession of evaluation in the province.*

To review our **Strategic Plan** please visit our website: [www.evaluationontario.ca](http://www.evaluationontario.ca)