

STRATEGIC PLAN REVIEW

Year One Report

This has been a year of extraordinary changes and activity at the CNPEA. When we implemented our Strategic Plan in September 2019, we couldn't imagine where this last year would take us.

We're grateful to our Board members and the work that they're doing for older adults in their regions, and the Strategic Plan Review committee recognizes that many of us have seen increased demands in our jobs and families, and changes to our daily routines and levels of concern. To respond to the changes that our Board members faced in their personal and professional lives, the Communications, Policy, and Anniversary committees became temporarily inactive, and the Sustainability committee recruited additional Board members to assist in the development of a funding application for a large project.

This Strategic Plan Review Report for Year One will take into account the unprecedented year and provide suggestions for adaptation of the original Strategic Plan to address the ongoing changes.

COMMUNICATION & ENGAGEMENT

Achieved

- Communication with members enhanced
- Increased publication of regular newsletters and special edition updates

Planning Ahead

- Finalizing Communication Plan
- Development of a standardized member survey, to measure annual changes

ORGANIZATIONAL POLICY MAKING

Policies Created and Reviewed

- Conflict of Interest Policy
- Letter of Support Policy
- Media Relations Policy
- Nominations and Election of Directors

FUNDRAISING & SUSTAINABILITY

Total Submitted Proposals (Under Consideration by Funders)

- +/- \$1,000,000

Planning Ahead

- Development of sustainability indicators, to measure annually
- Create report on feasibility of a paid membership structure
- Finalizing communication framework for donor relations

KNOWLEDGE EXCHANGE & DISSEMINATION

Campaigns

- Anti-Bullying
 - Blog post, fact sheet and social media campaign

WEAAD

- 3 webinars, social media campaign

Website Views

↑ 16.2%

Facebook Engagements

↑ 51%

Twitter Followers

↑ 18.3%

Webinars

Pan-Canadian and International Audience

Registration: 1,773
Attendance: 1,383

Uploaded: 650 views

Membership to CNPEA

↑ 11.5%

Successful Completion of the A2J Project

Resources Developed in 2019-20

Literature Review: 1
Research Snapshot: 1
Learning Briefs: 4
Factsheets: 3