

# Eastern Canada Division (ECD) Strategic Plan

September 20, 2011

**To support and connect skilled administrative professionals throughout the provinces of New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island and Quebec by:**

- Leading by example – by Making the Leap to Remarkable!
  - Being available and approachable and willing to go the extra mile
  - Resolving issues and offering support when required
  
- Providing leadership and guidance to existing chapters and developing professional and student chapters within our division boundaries by:
  - Providing a liaison between each chapter and the division board
  - Hosting an affordable annual leadership conference, open to all members in the division (chapter leaders and those wishing to learn more about leadership roles within the IAAP)
  
- Keeping members informed in a timely manner by:
  - Updating our website on a regular basis to keep information current
  - Distributing our newsletter (e-Chatter) via email to ECD board members, division members at large, and chapter presidents for distribution to their membership
  - Welcoming new members via email
  - Distributing relevant information from the IAAP headquarters, Canada district director and the international president
  - Providing chapters and members with the best and most current information available, to assist them in making informed decisions
  - Encouraging members to be part of the web communities at all levels (International, Division and Chapter)
  
- Staying connected throughout the division by attempting to have at least one board member and/or committee member from each chapter in the division
  - and having a member of the division board visit each chapter in the division, at least once throughout the year, funds permitting

- Promoting certification and continuing education by:
  - Ensuring the division has a certification chair who provides ongoing support and information to chapters and members of the division
  
- Promoting IAAP in maintaining an active web presence on the IAAP web community - [www.iaap-easterncanada.org](http://www.iaap-easterncanada.org)
  
- Recognizing member and chapter achievements and commitment by:
  - Awarding certificates of appreciation for those serving on the board
  - Awarding certificates of appreciation for those serving as chapter presidents
  - Awarding certificates of achievement to those chapters who have
    - Achieved the highest percentage of members certified for the year
    - Achieved the greatest percentage increase in membership for the year
    - Achieved Chapter of Excellence
  - Sending a letter to the executives/managers of our board officers and committee chairs, to thank them for their ongoing support of their employee's membership and commitment to the IAAP
  
- Leading the division by example in working to achieve Division of Excellence under the Pathways to Excellence (P2E) Recognition Program by:
  - Maintaining a P2E committee (or chair) who will oversee the criteria and work towards meeting the requirements and making the submission once requirements are met
  - Providing support to chapters and members of the division regarding the P2E
  
- Ensuring our division's sustainability by:
  - Maintaining a full slate of officers and required committee chairs
  - Creating a succession plan or template of members who have indicated a willingness to serve on the board (in any capacity), by surveying all professional members of the division
  
- Reviewing our strategic plan annually during our Leadership Conference
  - and provide a copy of our strategic plan to all members at our annual general meeting at CDC