



## 2016-2021 Strategic Plan

**Mission:** Volunteer Management Professionals of Canada advances and strengthens the profession of volunteer resources management

**Vision:** Build and promote excellence in volunteer management

**Values:** • Citizenship • Accountability • Respect • Fairness • Trust

### Strategic Priorities

#### Diversify and Increase Membership

- Ensure that our members mirror all the professionals working in volunteer management in our communities
- Develop and Expand benefits to membership relative to the value/cost of a membership
- Engage with members to serve them better

#### Meaningful Training Opportunities

- Develop and offer online training and professional development opportunities for our members
- Develop standards for training that is aligned with *National Occupational Standards, Canadian Code for Volunteer Involvement* and CVA standards
- Continue to support the National Conferences and other National training opportunities

#### National Voice for the Profession

- Develop position statements on national issues affecting volunteer management
- Enhance and develop the Next Steps in the National Occupational Standards
- Promote certification

#### Multi-Faceted Communication Strategy

- Create and implement an effective social media plan
- Identify and execute new meaningful methods of communicating with our members
- Communicate VMPC's successes to our members more effectively