



Canadian Association of Medical Physicists (COMP)

Strategic Planning Workshop Report

April 2007

Presented to: Dr. Stephen Pistorius, COMP Chair

Presented by: Paulette Vinette, CAE, December 11, 2006

Revised: March 2007

Introduction

The Executive Committee of the Canadian Association of Medical Physicists (COMP) hired Paulette Vinette, Certified Association Executive (CAE) to work with them to develop a three-year Strategic Plan.

Paulette drafted a two-day workshop agenda which was approved. She then interview 15 leaders in the community by telephone to establish how they felt COMP was performing against their stated goals. The information gleaned from this exercise was applied to a parallel on-line survey which was then offered to the over 500 COMP members (including suppliers). The survey instruments and the results were presented to the workshop participants in advance of the workshop.

The strategic planning workshop began on Friday, November 24 and concluded Saturday, November 25, 2006. Discussions were summarized on flip charts and these notes are provided in section three of this report.

Executive Summary

The following are COMP's new strategic directions supported by the 2007 – 2010 Strategic Plan offered in section 2 of this report.

1.1 COMP's Vision

COMP's vision is to champion medical physicists' efforts to support and advance the science of medical diagnosis and therapy through innovation, technological development and assurance of quality and safety.

1.2 COMP Mission

COMP's mission is to be the voice of Canadian medical physicists

1.3 COMP Strategic Pillars

- Community
- Consensus
- Education
- Profile
- Organizational Excellence

All of COMP's activities and volunteer efforts need to support one of these five strategic pillars as well as the vision and mission over the next three years.

2007 – 2010 Strategic Plan

PILLAR 1: COMMUNITY

		Priority Ranking	Year to Complete	Accountable
1.1	Increase Membership			
1.1.1	Identify potential membership categories and targets (including international)	3	2007	Secretary/ED
1.1.2	Research membership barriers and opportunities (e.g. academics)	3	2007	Past Presidents' Task Force and ED
1.1.3	Develop and implement a recruitment strategy	3	2008	Past Presidents' Task Force and ED
1.2	Foster a Cohesive Community			
1.2.1	Develop a Communications Strategy and Plan	2	2007	ED, Communications Committee
1.2.2	Implement Communications Strategy and Plan		2008	Executive
1.2.3	Conduct a Member Needs Survey	4	2008	Secretary
1.2.4	Ask Committee Chairs to review diversity requirements and strive to make committees more diverse	3	2007	Chair
1.2.5	Explore the creation of an Academic Affairs Committee	4	2008	Executive
1.2.6	Attract and acknowledge volunteers	1	Ongoing	ED/Executive/Committees
1.2.6.1	Add information about volunteer opportunities on the website	2	2007	Communications Committee/ED
1.2.6.2	Develop and maintain a volunteer database	2	2007	ED
1.2.7	Provide networking opportunities for dialogue			ongoing
1.2.7.1	Make ASM interactive		Ongoing	Conference Committee/Executive
1.2.7.2	Pilot other forms of electronic communication (eg. Blogs)	5	2009	Communications Committee
1.2.8	Establish relations with adjacent communities (AAPM, CARO, CAP)	2	2007	Chair

PILLAR 2: PROVIDE A FORUM FOR CONSENSUS

		Priority Ranking	Year to Complete	Accountable
2.1	Expand use of website to achieve consensus (e.g. technical, research, standards, etc.)	4	2008	Communications Committee and ED
2.2	Publish consensus statements on website	4	Ongoing	Chair-Elect
2.2.1	Identify a process to approve consensus statements	3	2007	Chair-Elect
2.2.2	Develop guidelines to govern the development and use of consensus statements	3	2007	Executive
2.3	Provide forums to build consensus	3	2008	Executive
2.4	Publish results of this Strategic Planning exercise and Member Evaluation Survey in the newsletter and in the Annual Report	4	2007	Executive and ED

PILLAR 3: EDUCATION

		Priority Ranking	Year to Complete	Accountable
3.1	Develop Terms of Reference for the new Education Committee	1	2007	Chair
3.2	Expand ASM Format			
3.2.1.	Consider adding refresher courses/workshops which include a clinical component to the ASM	1	2007 for 2008	(New) Education Committee
3.3	Conduct a feasibility study re running a winter program	2	2008	Education Committee
3.4	Explore running a formal track at future CARO meetings	2	2008	Education Committee

PILLAR 4: PROFILE

		Priority Ranking	Year to Complete	Accountable
4.1	Be the national resource to members and others interested in physics in medicine	3		Communications Committee & ED
4.1.1	Charge the PAC with finding ways to raise COMP's profile with governments, universities, other professional organizations and key stakeholders	3	2009	PAC
4.1.2	Engage members by developing a database of experts who can serve as spokespersons for COMP for specific topic areas and/or in different regions across Canada	2	2008	Communications Committee
4.2	Evaluate current website capacity to support profile building; add international links	4	2008	Communications Committee and ED
4.3	Assess ways to support those provinces which are actively pursuing licensure	2	Ongoing	Executive
4.4	Revise career path materials and reprint and distribute to attract youth to the profession	3	2008	Education Committee
4.5	Brand Canadian medical physicists in the international community through education (e.g. winter school)	4	2009	Education Committee

PILLAR 5: ORGANIZATIONAL EXCELLENCE

		Priority Ranking	Year to Complete	Accountable
5.1	Clarify goals for Executive and Committees and align them to the delivery of the Strategic Plan; emphasize transparency	3	2007	Executive & Committee Chairs
5.2	Clarify roles of COMP and CCPM	4	ongoing	Executive/CCPM Board
5.3	Provide leadership to the Canadian medical physicists community through COMP's effective governance and financial stewardship and follow association best practices	1	Ongoing	Executive