



Canadian
Meteorological and
Oceanographic Society

La Société Canadienne
de Météorologie et
d'Océanographie

STRATEGIC PLAN

2018-2020

DRAFT

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Introduction

The world is changing rapidly in many ways that implicate the Canadian Meteorological and Oceanographic Society (CMOS). Science, technology, the way people communicate and the policies and priorities of governments world-wide are going through a period of extraordinary advancement, evolution and upheaval; these, and the changing climate are of primary interest to the Society. CMOS has accomplished much in its 50-year history, largely due to the passion and hard work of its members. However, CMOS itself is also changing – changing in the composition of its membership, changing in the way its revenue is raised and spent and changing in the way it communicates with its members and Canadian society.

If CMOS is to remain relevant and at the forefront of atmospheric and oceanic issues in Canada, it must deliberately consider the consequences of the changing world and the effects on its activities. This three-year strategic plan provides the road map for how CMOS will meet these challenges and implement the required changes. The strategic plan is not an action plan or a work plan. Rather, it is a forward-looking blue print that can be used to provide our organization a common direction. Specific strategies and action plans, with targeted completion dates will flow from this strategic plan.

Definitions

Vision – A description of what an organization aspires to become;

Mission – an organization’s unchanging purpose; it’s who, what, why and how;

Core Values – the guiding principles that govern organizational behaviour

Goal areas – elements relating to its mission on which CMOS must concentrate attention during the course of the strategic plan to move closer to its vision.

Strategic objectives – the aims toward which effort and action are directed and coordinated (the “what”);

Strategies – the approaches for reaching the strategic objectives (the “how”); and

Action plans – activities or projects in line with each strategy, budgeted annually.

Vision

CMOS must develop a Vision of what it wishes to achieve. To date, the only articulation of the raison d’etre of the Society is found on its website: ***The Society exists for the advancement of meteorology and oceanography in Canada.*** This statement is more of a Mission Statement than a Vision Statement. What we want to achieve through this advancement of the science needs to be considered to articulate an aspirational Vision.

Mission

The Canadian Meteorological and Oceanographic Society (CMOS) is the national society of individuals and organizations dedicated to advancing atmospheric and oceanic sciences and related environmental disciplines in Canada. The Society addresses a broad range of national and international meteorological and oceanographic concerns such as weather and weather extremes, climate change, ocean acidification and air quality and their effects on all aspects of life in Canada including transportation, forestry, agriculture and fisheries, oil and gas exploration, tourism, etc. Membership is open to all who have an interest in these activities and

the Society currently comprises around 700 members from government, academia and the private sector.

Core Values

These are yet to be identified. CMOS must develop operating principles for organizational behaviour to underpin the activities of CMOS' staff and volunteers in fulfilling its mission. These are its core values. CMOS' vision, and the strategic objectives and strategies for moving toward it, must align with its core values.

Strategic Plan Process

A Strategic Plan needs to start with an analysis of the contextual environment. For example, a traditional "SWOT" analysis (Strengths and Weaknesses of the organization and the Opportunities and Threats facing it) was conducted for this first CMOS Strategic Plan. Consideration of these parameters then leads to formulation of medium term Strategic Objectives i.e. the aims toward which effort and action are directed and coordinated in specific Goal areas – elements relating to its mission on which CMOS must concentrate attention during the course of the strategic plan to move closer to its vision.

For a plan to remain "strategic" it requires regular updates based on analyses of evolving science, technology and socio-economic considerations. In these updates, it is expected that the Vision, Mission and Core Values would remain relatively constant over time. It is the Goal areas and Strategic Objectives that are most likely to be in need of update, though they should not be changed just for change's sake – if they remain relevant based on analyses, they too can remain the same!

The three-year rotation of the CMOS Executive through regional Chapters provides an ideal framework to define a process to ensure the Strategic Plan benefits from diverse input and remains a living and relevant road-map for the organization. The sitting Executive will propose an update and organize an AGM discussion on the Plan at Congress in the final year of its mandate in order to pass on an updated Strategic Plan to the succeeding Executive.

Goal Areas

The strategic objectives for the organization have been organized into three goal areas or three pillars that will guide CMOS' work for the duration of the plan:

1. Members
2. Outreach
3. Education

Strategic Objectives

Members

Promote membership with CMOS by:

- 1) Demonstrating that the Society remains relevant and progressive in meteorological and oceanographic sciences and provides clear benefits to its members.
- 2) Honouring outstanding service to Canada in the field of meteorology and oceanography and acknowledge exemplary service to the Society.
- 3)

Outreach

Foster more active outreach and communications activities to promote meteorological and oceanographic science by ensuring:

- 1) Electronic communications are engaging, interactive, dynamic, and appropriately targeted and integrated.
- 2) An up-to-date list is maintained of subject matter experts that are responsive to external requests (e.g. media and others)
- 3)

Education

Foster meteorological and oceanographic engagement among Canadians by supporting improvement and strengthening of meteorological and oceanographic education at all levels through:

- 1) Continued promotion of student involvement in the society, society centres, annual congresses and publications.
- 2) Increased promotion of Project Maury and Project Atmosphere to K-12 science teachers.
- 3)