**Fitness New Brunswick**

**Strategic Plan 2012-2016**

*Vision*: "To be the leading authority in certifying fitness and exercise professionals in NB."

*Mission*: “Fitness NB is the leader in safe approaches to physical fitness for all New Brunswickers through advocacy,

certification and continuing education of fitness and exercise professionals.”

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| **Programs and Services**  **Goal 1:** To have current and clear  operational policies  *Objectives:*  1. reviewing and updating current policies  2. create a review procedure for policies on  a 5-year basis  3. present updated policies and procedures  to AGM 2013  **Goal 2:** To offer updated existing  certification material  *Objectives*:  1. Work with course conductors to review  material by May 2012  2. Establish a priority list for updating  programs for AGM 2012  3. Review and renew material for courses  currently offered  4. Implement a feedback form for course  Conductors  **Goal 3:** Streamline certification process to  meet needs of current and new instructors  *Objectives*:  1. Customize programs to meet needs of  specific instructors.  **Goal 4:** Increase the number of CEC  Opportunities  *Objectives*:  1. Increase partnerships in webinar  offerings and other learning opportunities  2. Increase communication about CEC  opportunities to members | **Finances**  **Goal 1:** To be fiscally responsible  *Objective:*  1. Develop, refine and follow the  2012-2013 budget  **Goal 2:** To increase funding  Revenues  *Objectives:*  1. Research new funding  opportunities  2. Promote membership | **Human Resources**  **Goal:** To have relevant human  resources policies promoting safe  and respectful environments  *Objectives*:  1. reviewing and updating  current HR policies  2. create a review procedure for  HR policies  3. present a code of ethics to  AGM 2012 | **Marketing**  **Goal 1:** To have a professional presence  *Objectives*:  1. Update and streamline website in both official  languages  2. Develop presence in social media  3. Become a member of local chamber of commerce  **Goal 2:** To develop new and foster existing  Partnerships  *Objectives*:  1. Enhance the membership discount program  2. Work and develop partnerships (health authorities,  wellness networks, etc.)  **Goal 3:** To develop new/emerging markets  *Objectives*:  1. Promote to NB’s francophone community  2. Develop partnership with older adult associations  **Goal 4:** To establish a greater brand presence  *Objectives*:  1. Have an advocacy voice  2. Keep logo and other brand material current |

Programs and Services

**Goal 1:** To have current and clear operational policies

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| 1. reviewing and updating current policies | Review, note, update and streamline policies | Spring 2014  **Completed fall 2014** | Executive |
| 2. create a review procedure for policies on a 5-year basis | Develop a rotating strategy for review, reviewed by an established policy committee. | Spring 2013  **Accomplished and ongoing: In lieu of a specific policy committee the board member(s) are appointed to review policies that are specific to their committee or position within the board.** | Executive |
| 3. present updated policies and procedures to AGM 2013 | Informing members as policies are updated, with completion date of AGM 2013. | AGM 2013  **Accomplished and ongoing. Updates are brought forward at the AGM and reminders of changes are included in newsletters throughout the year.** | Executive |

**Goal 2:** To offer updated existing certification material

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| 1. Work with course conductors to review material by May 2012 | Communicating with course conductors for feedback on material. | May 2012  **Ongoing: Materials are discussed following each course and new materials are sent out for review and decisions are made according to the recommendations. A Course Conductor workshop is set for the end of May 2015 where this item will be discussed.** | ED |
| 2. Establish a priority list for updating programs for AGM 2012 | Priorities course information to update | AGM 2012  **Ongoing. NFLA is in the final stages of reviewing and updating the Performance Standards, Scope of Practice, written exams and practical observations for all courses. FNB is a provincial partner and is part of the developmental process. The updates are sent out to the CC as they are made available and implemented in a timely manner.** | Programs & Services Committee |
| 3. Review and renew material for courses currently offered | Update and purchase new material as determined by  needs assessment | TBD from needs assessment  **Ongoing – Current course conductors review materials for courses and FNB implements as recommended.** | Programs & Services Committee |
| 4. Implement a feedback form for Course conductors | Develop a feedback form for new material with course  conductors | June 2012  **Currently this process is done informally. A Course Conductor workshop was completed in May 2015 a possible form was discussed.** | ED |

**Goal 3:** Streamline certification process to meet needs of current and new instructors

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| Customize programs to meet needs of specific instructors. | 1. a. Depending on need, modify the course offering   b. Develop flow chart to guide this work | Spring 2016  **We make a genuine effort to meet the needs of the participants who are taking our programs. Availability of materials and training are customized when feasible.**  **FNB partners with UNB and the YMCA to allow people to train for certification with a mentor where applicable.**  Spring 2016:  **Make decisions on a case by case basis and use our policies as a guideline** | ED and Cttee  ED and Cttee |

**Goal 4:** Increase the number of CEC opportunities

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| 1. Increase partnerships in webinar offerings and other learning opportunities | Make contact with new and existing partners to include their training opportunities on FNB's roster | Ongoing:  **FNB partners with specific DTHC and public organizations including Atlantic Universities and members to advertise Webinars, workshops and conferences. A minimum of 4 articles each year with a quiz is sent out to the members to complete and send back to the office for CECs. All of this information is updated on the Website and reminders are included in the member’s newsletters.** | ED and Cttee |
| 2. Increase communication about CEC opportunities to members | Develop a communication calendar for training opportunities | Ongoing:  **FNB is utilizing Mail Chimp to end out a seasonal E-Newsletter with current and upcoming CEC opportunities.** | FNB Staff |

Finance

**Goal 1:** To be fiscally responsible

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| Develop, refine and follow the 2012-2013 budget | Finalize and monitor budget as model for future years. | March 2013  **ED meets with the treasurer on a weekly basis to review revenues and expenditures. Monthly reports are made available to the board in the form of income statements and content is discussed at board meetings.**  **Annual budget is refined based on actual and projected revenue and expenditures and is reviewed with the executive.** | Finance Committee |

**Goal 2:** To increase funding revenues

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| 1. Research new funding opportunities | a. Grants for translation, website creation/update, etc.  b. Explore student practicum/work term/coop (universities, colleges) | Ongoing:  **FNB has received funding for the past three years to include translation at our annual Summit and initial funding received for website translation is being used as the work is being accomplished.**  Spring 2012  **Ongoing: FNB has a partnership with UNB regarding curriculum and intern placements. We have been fortunate to have had two curriculum and one intern placement from UNB and two 4 week placements from NBCC since the fall of 2013.** | ED  ED with BOD |
| 2. Promote membership | a. Website updated and current  b. Advocacy  c. Benefit of liability insurance | AGM 2012  **Accomplished and ongoing**  **Ongoing: The FNB website includes a section for the public with tips on fitness and health. Also included is how to recognize quality health and fitness services.**  **A public data base for FNB professionals in NB as well as facilities that offer services supported by certified fitness professionals is completed and will be launched on the FNB Website in May 2016.**  **FNB is part of the DTHC associations to promote heathy active living in NB.**  **Ongoing: The Benefits of Liability insurance is included on our website, in our brochures and at all of our courses.** | ED  BoD  ED and MSC |

Human Resources

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| 1. reviewing and updating current HR policies | Review, note, update and streamline policies | Spring 2013  **Accomplished and ongoing. See goal 1 #2** | Executive |
| 2. create a review procedure for HR policies | Develop a rotating strategy for review, reviewed by an established policy  committee. | Spring 2013  **Accomplished and ongoing. See goal 1 #2** | Executive |
| 3. present a code of ethics to AGM 2012 | Informing members as policies are updated, with completion date of AGM 2013. | AGM 2012  **Accomplished and ongoing: There is an established code of ethics and this is presented and reviewed at each course and is on the website.**  **2016 - Currently the board is designing a follow up procedure to follow when a member violates the FNB code of conduct.** | Executive |

Marketing

**Goal 1:** To have a professional presence

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| 1. Update and streamline website in both official languages | Update and translate website, hire company for development. | AGM 2012  **Website English is established and updated. The static information is translated into French and was officially launched May 2015.** | ED |
| 2. Develop presence in social media | Explore presence and making FNB known | Spring 2013  **Accomplished and ongoing: FNB has Facebook and Twitter.** | FNB Staff |
| 3. Become a member of local chamber of commerce | Sign up with appropriate organizations | Summer 2012  **Accomplished and ongoing.** | ED |

**Goal 2:** To develop new and foster existing partnerships

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| 1. Enhance the membership discount program | As work plan | **Ongoing: We added two new partners in 2014** | Membership coordinator |
| 2. Work and develop partnerships (health authorities, wellness and networks, etc.) | Meet and work with partner  organizations to develop best course of action to cross-promote. | Spring 2015  **Accomplished and ongoing. See goal 2 #2** | ED |

**Goal 3:** To develop new/emerging markets

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| 1. Promote to NB’s francophone community | Make FNB known in all parts of the province | Spring 2016;  **Planning will be discussed at the FNB board meetings in 2015. See Marketing Goal 1 # 1** | ED |
| 2. Develop partnership with older adult associations | Market the importance of certification when dealing with older adults | Spring 2015 - **An updated Active Older Adult program is being created along with NFLA and will be launched in the fall of 2015.**  **FNB has certified leaders for People’s Park Tower in Moncton.**  **See Goal 4 #1**  **Spring 2016: FNB is offering a professional development day geared specifically to exercise professionals who work with seniors. It will also coincide with the FNB Older Active Adult course running that same weekend. There will be a group of NB nurses who work with seniors attending.** | BOD |

**Goal 4**: To establish a greater brand presence

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| **Objective or Measurable** | **Strategy or Action** | **Done by Date** | **Lead Responsibility** |
| 1. Have an advocacy voice | Proactive with ongoing communications, press releases, reports, federal and provincial budgets. | **Accomplished and ongoing.**  **Planning is in process to meet with the Minister or Deputy Minister to discuss the role and importance of certified fitness professionals in NB and how they impact the general public, communities, and health organizations including increasing independent living for seniors thus reducing the cost of health care.** | President & ED |
| 2. Keep logo and other brand material current | Keep collateral current Explore getting logo cleaned up (hire company?) | **Accomplished and ongoing; A new promotional brochure is current and an updated banner has been created and made available for use in April 2015.** | FNB Staff |