

## Fitness New Brunswick Strategic Plan 2016-2017

*Mission:* "Fitness New Brunswick contributes to a healthy New Brunswick by promoting the benefits of an active lifestyle and ensuring safe, effective approaches to physical activity through certification and continuing education of fitness and exercise professionals."

*Vision:* "Healthy, enriching physical activity for every New Brunswicker, every day."

*Values:* "Excellence, collaboration, integrity, inclusion, and safety."

Certification	Continuing Education	Promotion of Physical Activity	Organizational Effectiveness	Marketing of Our Organization
<p>FNB will provide current evidence informed certification programs to meet the need of our members and the public.</p> <p>Goals:</p> <ol style="list-style-type: none"> <li>1. Development of a specialization in youth.</li> <li>2. Development of a specialization in OAFL.</li> <li>3. Development of a mentoring program.</li> </ol>	<p>FNB will provide continuing education that provides relevant current information and looks ahead for future trends.</p> <p>Goals:</p> <ol style="list-style-type: none"> <li>1. Promote to students to attend the summit. Goal is for 25 students to attend.</li> <li>2. Attempt to collaborate with UNB Recreation Services and other schools to allow our members to participate in their Professional Education.</li> </ol>	<p>FNB will identify evidenced informed benefits of physical activity and will use well defined change management processes to promote the benefits to New Brunswickers.</p> <p>Goals:</p> <ol style="list-style-type: none"> <li>1. Research and select a change management process to be adopted by FNB.</li> <li>2. Explore collaborations with other Provincial Organizations to determine where we fit with existing initiatives within NB.</li> </ol>	<p>FNB will be an effective organization by ensuring strong operational processes are used in all aspects of our work.</p> <p>Goals:</p> <ol style="list-style-type: none"> <li>1. Revise the Code of Ethics and process of applying the Code and consequences.</li> <li>2. Revise the Board Manual.</li> <li>3. Revise the Course Conductor Manual.</li> <li>4. Conduct a focus group on communication.</li> </ol>	<p>FNB will continuously market itself to New Brunswickers as an authoritative organization on the benefits of physical activity and the training and certification of leaders.</p> <p>Goals:</p> <ol style="list-style-type: none"> <li>1. Create a marketing plan that promotes FNB as an authoritative organization.</li> </ol>

## Certification

**Goal 1:** Develop a specialization in youth

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		June 2017	Marilynn (Sabrina)

**Goal 2:** Development of a specialization in OAFL

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		January 2017	Alina

**Goal 3:** Development of a mentoring program

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		January 2017	Marianne

## Continuing Education

**Goal 1:** Promote to students to attend the summit

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		October 2016	Marilynn

**Goal 2:** Attempt to collaborate with UNB Recreation Services and other schools to allow our members to participate in their Professional Education.

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		June 2017	Marilynn

## Promotion of Physical Activity

**Goal 1:** Research and select a change management process to be adopted by FNB

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		September 2016	Marilynn

**Goal 2:** Explore collaborations with other Provincial Organizations to determine where we fit with existing initiatives within NB.

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		June 2017	Marilynn

## Organizational Effectiveness

**Goal 1:** Revise the Code of Ethics and process of applying the Code and consequences

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		September 2016	Marianne

**Goal 2:** Revise the Board Manual

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		September 2016	Dayna

**Goal 3:** Revise the Course Conductor Manual

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		September 2016	Dayna

**Goal 4:** Conduct a focus group on communication

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		June 2017	Marilynn

## Marketing Our Organization

**Goal 1:** Create a marketing plan that promotes FNB as an authoritative organization.

Objective or Measurable	Strategy or Action	Done by Date	Lead Responsibility
		June 2017	Marilynn