



# INTERNATIONAL ASSOCIATION OF EMERGENCY MANAGERS CANADA COUNCIL

Strategic Plan 2023-2026

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## Introduction

This Strategic Plan has been developed to guide the actions of the IAEM Canada Council for the next three (3) years; commencing July 2023 through June 2026. The plan contains strategic goals, objectives and strategies to guide the efforts and decision-making of the Board of Directors, and by which to measure the success of board initiatives.

Questions about this Strategic Plan should be directed to the IAEM Canada Director of Governance or the IAEM Canada Council President.

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## Vision and Mission Statement

IAEM-Canada is a not-for-profit corporation.

### Our Vision

That the International Association of Emergency Managers be recognized globally as the premier organization for emergency management.

### Our Mission

The mission of IAEM and IAEM-Canada is to advance the profession by promoting the principles of emergency management; to serve its members by providing information, networking and professional development opportunities; and to advance the emergency management profession.

### Value Proposition

IAEM-Canada provides the following for the Emergency Management profession:

- Recognition and advancement of the profession
- Central body of knowledge accessible to all member professionals
- A unifying voice to represent the profession at the international and national level

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## Organization Profile

The International Association of Emergency Managers (IAEM), which has more than 6,000 members worldwide, is a non-profit educational organization dedicated to promoting the "Principles of Emergency Management" and representing those professionals whose goals are saving lives and protecting property and the environment during emergencies and disasters.

IAEM is governed by an international Board of Directors that includes representatives from three Councils and 7 Geographic Regions IAEM Canada, IAEM Oceania, IAEM USA, IAEM Asia, IAEM Europa, IAEM International, IAEM Japan, IAEM Latin America, IAEM Middle East

The IAEM-Canada Council encompasses members from across Canada in addition to the Committee and Region representatives from numerous professions in public, private and government entities across the country.

The IAEM-Canada Region became the first region outside the United States in 2003 under the previous IAEM structure. The IAEM-Canada Region became IAEM-Canada Council in 2007, when the current organizational structure went into effect. The IAEM-Canada President serves as the representative of the Council on the IAEM-Global Board.

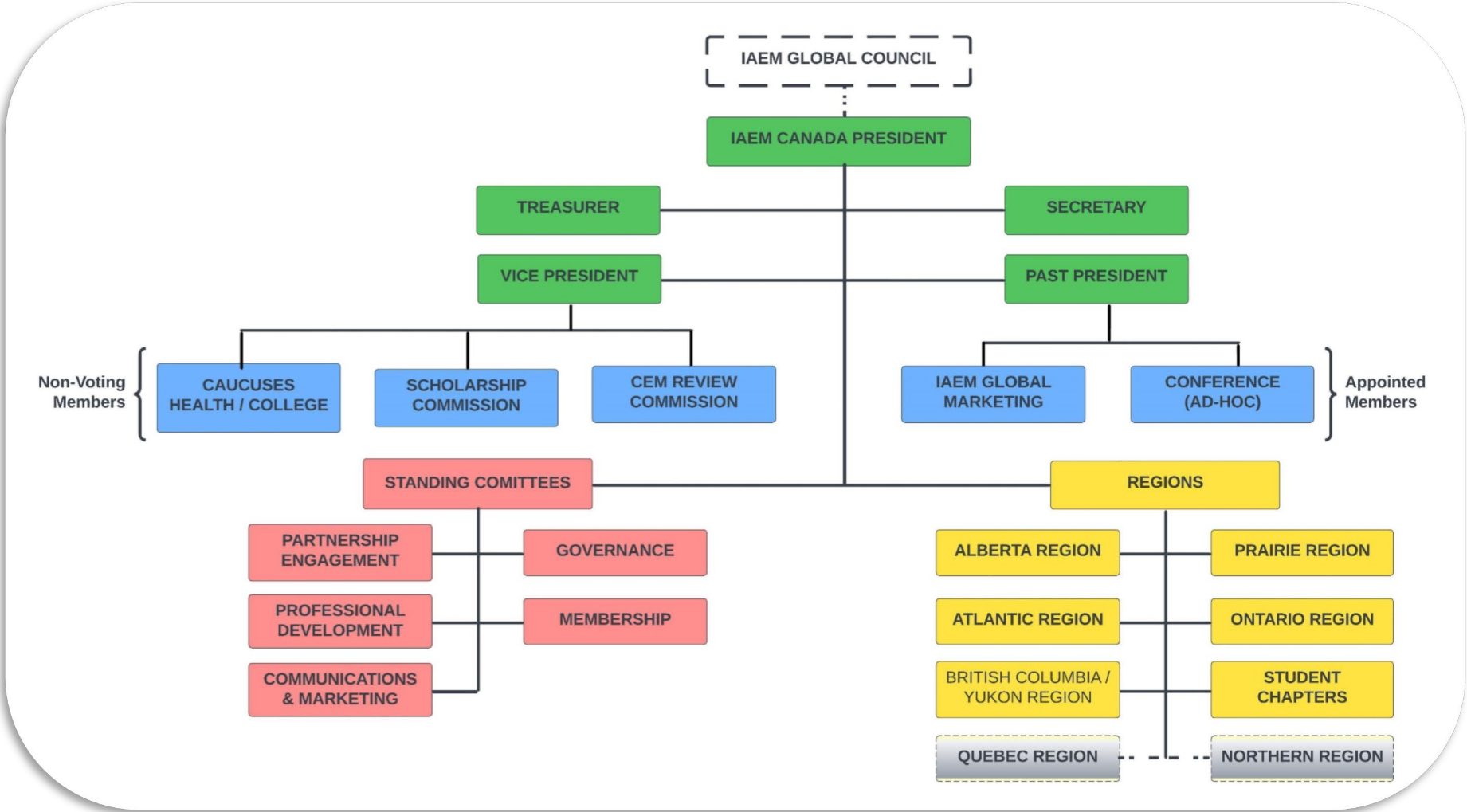
IAEM Canada's Mission is to advance the profession by promoting the principles of emergency management; to serve its members by providing information, networking, and professional development opportunities; and to advance the emergency management profession.

Membership is open to any person supportive of IAEM Global's mission.

The functional structure of IAEM Canada allows for advisory positions to the President specifically; the Vice President, Past President, Secretary and Treasurer, while active participants include Committee Directors, Commission Representatives and Regional Presidents and Chapter Representatives.

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**IAEM Canada Council Organization Chart**  
 2023 – 2026



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## Strategic Planning Process and Implementation

As part of its ongoing commitment to governance, the Board of Directors held a strategic planning workshop in October 2022. During the workshop the Board identified three (3) key priorities for achieving IAEM-Canada's vision and mission supporting the value proposition:

- Accountable Leadership
- Effective Communications
- Community Engagement

To realize the achievement of the items listed in this plan, the IAEM Canada Board of Directors will ensure that appropriate resources are directed to the identified priorities.

The Board of Directors will be accountable to the wider membership by providing progress reports demonstrating the organization's accomplishments and effectiveness in achieving its goals and objectives.

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## International Association of Emergency Managers - Canada 2023-2026 Strategic Plan

**Objective:** The IAEM Canada Board of Directors will provide value to IAEM Canada members through accountable leadership, effective communications and community engagement between 2023 and 2026.

#	Goals	Strategies	Measures			
			Initiatives / Actions	Metrics	Lead	Support
1	<b>Accountable Leadership</b>	Enhancing our existing succession planning strategies.	Receive monthly (meeting) updates from Executive member in person or in writing when absent: Directors and Region Presidents in person or from committee / region alternate.	Monthly verbal or written update: Executive member, Committee director and Region President.	President	Vice-President
			Establish succession plan of the board positions	100% compliance within tracking spreadsheet	Vice-President	Governance
			Update and implement the onboarding program	New Board members onboarded within two weeks of appointment	Governance	Secretary
			Ensure board appointment list is updated, as required.	Within two weeks of any change of a Board member; at a minimum Annual Review	Secretary	
			To build a comprehensive succession plan, endeavor to increase Board committee membership by one person annually and to grow Region boards to mirror national council board positions.	Increase of committee membership by at least one member per year	Committee Directors	Regions

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#	Goals	Strategies	Measures			
			Initiatives / Actions	Metrics	Lead	Support
			Use template and develop strategic plans across all committees in alignment with IAEM Canada Strategic Plan	Tracking spreadsheet Completion by end of December 2023	Committee Directors	Regions
		Ensuring the accessibility of the leadership.	Ensuring website remains updated with current relevant contact information	Amendments to the IAEM Website Submitted within two weeks of change	MarComm	Membership
			Ensuring spokesperson contact details made available on media releases and other communications as required.	Ensure 100% compliance on communications by provision of contact as required.	MarComm	
		Regular monitoring and status updates of board and committee activities.	Board support for positional equivalents within regions	Minimum quarterly interaction between board member and regional counterpart, reportable to President	IAEM Canada Board members	Region Board Members
			Support the executive (President, Past President, Vice-President, Secretary, Treasurer) on monthly update maintenance of performance metrics	Monthly evaluation at the monthly executive meeting	Vice-President	Secretary Governance
			Monitor progress and success of strategic plan	Quarterly review and audit	Governance	
<b>2</b>	<b>Effective Communication</b>	Raising awareness of IAEM.	Broader focus on presidential communication through national media.	External Communications	President	Executive MarComm

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#	Goals	Strategies	Measures			
			Initiatives / Actions	Metrics	Lead	Support
			President to provide messaging through various media avenues to promote IAEM Canada advancements and recognition during significant events	President Communications as required	President	Executive
			One on One personal engagement and stronger representation by IAEM Board members during conferences, events, exercises, etc. where practicable	In person representation of IAEM Board	IAEM Board	Region Boards
			Contribute content to and share emergency management content on social media	Social media metrics to confirm (impressions)	MarComm	IAEM Canada Board
			Broadening use of social media platforms (LinkedIn, Facebook pages, etc.)	Percentage of invites sent/following	MarComm	IAEM Canada Board
		Enhance communications planning and implementation.	Developing communications plan template to support initial planning	Plan completion by December 2023	MarComm	Executive
		Regular communications of status updates to membership.	Highlight status updates to reflect engagement to membership	Once per quarter	President Membership	MarComm
		<b>3</b>	<b>Community Engagement</b>	Collaborative engagement with all public and	Identify with a view to participate and engage in P3 opportunities.	One per year

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#	Goals	Strategies	Measures			
			Initiatives / Actions	Metrics	Lead	Support
		private partners within the pillars of emergency management.	Student chapter engagement	One institution per year	Professional Development Partnership Engagement	Membership
			Update Customer Relations Management (CRM) with contacts	Quarterly Review submitted to President; Outreach to four annually	Partnership Engagement	IAEM Canada Board
			Establish or continue participation and engagement on committees, think tanks, working groups, and other relevant forums.	One per year	Partnership Engagement	Professional Development Governance

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# Authorization and Approval

**International Association of Emergency Managers Canada**

**Dated the 8<sup>th</sup> day of June 2023 IAEM-Canada President  
Scott Roberts**

  
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Signature

**Dated the 8<sup>th</sup> day of June 2023 Director of Governance  
Kyla Burtyn**

  
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Signature

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## Revision History

Revision #	Date of Approval by a vote of Members	Page	Section	Purpose of Revision/Review/Amendment
0	June 30, 2017	All	All	Original
0	June 12, 2020	All	All	Restructure of Goals, Objectives and strategy to conform with current requirements
0		All	All	Membership approval
0	June 8, 2023	All	All	Membership approval

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