

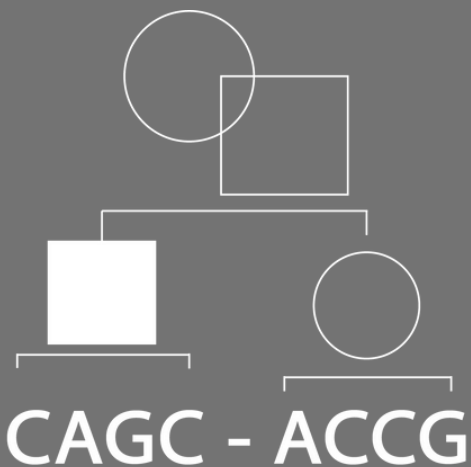
STRATEGIC PLAN

2024-2029

THE CANADIAN ASSOCIATION OF GENETIC COUNSELLORS

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OUR VISION

Genetic counsellors are trusted leaders in genetic and genomic care.

OUR MISSION

Strengthening the genetic counselling profession in Canada by providing members with education, community, support, and leadership.



The Canadian Association of Genetic Counsellors (CAGC) has represented genetic counsellors and the genetic counselling profession in Canada since its incorporation in 1990.

OUR VALUES

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Community

We create a unique and supportive space for our members to connect, learn, and grow professionally.

Inclusiveness

We are an organization that welcomes and celebrates diversity. We promote, value, and actively work to ensure equity, inclusion, and justice for our members and the broader genetic counselling community. We advocate for inclusivity in all aspects of our work.

Collaboration

We establish strong partnerships and relationships that advance the work of our organization in support of our members.

Integrity

We build trust through responsible actions, honest relationships, transparency, and accountability.

Adaptability

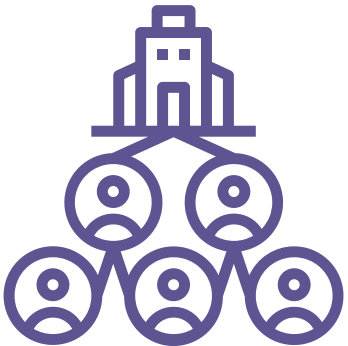
We embrace continuous improvement, learning, and creativity so that we can thrive in the face of new and unexpected challenges.



POSITION THE CAGC AS THE TRUSTED VOICE OF GENETIC COUNSELLING IN CANADA

The CAGC will:

- Promote the essential contribution of genetic counsellors in health care to other health care professionals, key decision makers, and the public.
- Be a trusted collaborator to advocate for and achieve progress on issues impacting the profession.
- Increase its media presence as the national representative voice of genetic counsellors.
- Develop authoritative position statements on topics of relevance to genetic counsellors.



BUILD ORGANIZATIONAL STRENGTH AND SUSTAINABILITY

The CAGC will:

- Optimize human resource management and organization structure to deliver on key organizational priorities.
- Ensure and strengthen the organization's financial sustainability.



SUPPORT A THRIVING MEMBERSHIP

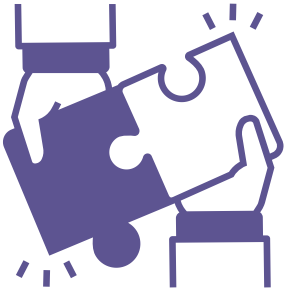
The CAGC will:

- Be a source of valued, practical, and trusted practice resources for genetic counsellors.
- Implement strategies to understand and respond to the needs of its membership.



EMBEDDING DIVERSITY, EQUITY, INCLUSION, AND JUSTICE

The CAGC is committed to increasing diversity, equity, inclusion, and justice (DEIJ) within its organization, its membership, and the genetic counselling profession. The CAGC supports and elevates its members who belong to equity-deserving groups. As recommended by the CAGC's DEIJ 2022-2023 Task Force, the CAGC has established a standing DEIJ Committee and a DEIJ Director position on the Board of Directors. The CAGC is committed to reflection, learning, and engagement to embed DEIJ considerations into every aspect of our organization's work.



THROUGH OUR ACTIONS, THE CAGC WILL:

- Position itself and its members as experts in the field of genetic counselling in Canada.
- Increase awareness of the value of genetic counsellors to health care professionals, governmental and non-governmental organizations, and the general public.
- Secure the future success and relevance of the CAGC as an organization by identifying, attracting, recruiting, and retaining engaged members.
- Provide members with diverse volunteering opportunities that advance their professional and personal development.
- Increase diversity, equity, inclusion and justice within its organization, membership, and the genetic counselling profession in Canada.



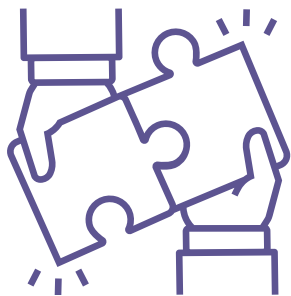


THE STRATEGIC PLANNING PROCESS

The strategic planning process involved membership input and an external assessment of organizations and environmental factors that influence the CAGC's activities. A strategic planning committee was assembled to analyze information from the CAGC membership survey; conduct a SWOT analysis; examine key themes about organizational directions; and construct a draft organizational vision, mission, and values.

A survey was issued in late 2022 to CAGC committee chairs and members, Board of Director members, and a random sample of the CAGC general membership. Feedback was incorporated to develop strategic priorities, goals, and actionable tactics through an iterative process.

Input was sought from the 2023 and 2024 Board of Directors to align with organizational priorities, including incorporation of the recommendations of the 2022-2023 CAGC DEIJ Task Force.



FROM PLAN TO ACTION

A separate working document with specific recommendations and tactics to achieve the strategic priorities and goals described here has been provided to guide CAGC staff and the Board of Directors. The CAGC membership will be updated periodically on the progress toward fulfilling this plan.

ACKNOWLEDGEMENTS

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The CAGC would like to thank those who contributed to this strategic plan for their contributions and continued dedication:

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