

Royal Canadian Institute for Science

Revised Strategic Plan 2015

Draft Vision

An informed public that embraces science to build a stronger Canada

Mission

RSIC is a platform for public engagement, with leading scientists, to foster and expand science dialogue in communities

Strategic Objectives

Broaden our reach & Build new ventures

- build on our strengths and provide more people with access to science in more locations

Develop new partnerships

- increase number of partnerships with like-minded organizations

Increase our visibility

- sustain awareness of RCI with existing members and raise awareness for new users and the general public

Become financially sustainable

Enablers

Communications, Planning, Stakeholder /Partner Relations, Financial Resources

Foundations

Governance (Council, Advisory Committees, by-laws, policies and procedures)
Fiduciary Responsibilities

TACTICS: to deliver on strategic objectives, enablers and foundation

- a. Grow our presence in the GTA
- b. Introduce new branding with the new name
- c. Develop a marketing & communications program to expand corporate partnerships
- d. Develop a 5 year expansion program
- e. Improve governance