

## STRATEGIC PLAN SUMMARY

MAY 2010

The process used is a standard Strategic Planning methodology. Participants were asked to first describe the current situation with respect to the Chapter. This was then set aside and participants were asked to state how they prefer to see the Chapter described in the future - a VISION for the years 2020-2025. The participants then looked at the differences between the current situation and the preferred future state - the gaps that needed to be closed if the VISION was to be achieved. Finally, the group prepared action plans designed to eliminate the gaps over the next few years.

### THE CURRENT SITUATION

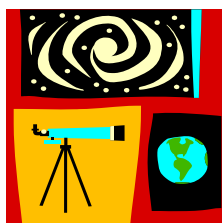
Participants were asked to state their perception of the strengths and weaknesses of the Chapter, the threats it is facing, and the opportunities that might be exploited. This is commonly referred to as a SWOT analysis. The results of this exercise available in the complete report.

The strength of the Chapter lies in its history and the processes that have been developed over time. The fact that CCI represents the entire condominium industry is a strength compared to single purpose groups that develop around issues and are selective in their membership. Being part of a National organization adds depth to the Chapter and provides access to a broader knowledge base. The CCI brand is known but perhaps not as well known as we would like.

Having said that, perhaps the Nova Scotia Chapter is falling behind the times. The condominium industry has matured, technology has developed at a rapid pace, but the Chapter is still using many old methods and procedures. Poor communications and lack of contact with our members is a constant theme throughout the weaknesses discussed at the session. However, new methods of communication are available and this was seen as an opportunity. It's time to reassess and a "road map" is needed. Thus this strategic plan.

CCI must find the way to reach out to our older members and, at the same time, be relevant to new condo buyers where the average age cohort may be younger with different needs and demands.

### VISION



The membership of the CCI Nova Scotia Chapter is Province-wide. The Chapter serves all aspects of the Condominium Industry and is recognized as a respected source of information. Its education programs are relevant and informative. The Chapter is an advocate for change. Governments turn to the Chapter for advice and support in developing programs and improving legislation. The Chapter is recognized as a model by other CCI Chapters across Canada.

## WHAT NEEDS TO BE DONE?

The group then examined the differences between the current state and discussed what needed to be done to achieve the VISION.

It was agreed that the following four area needed to be addressed:

1. There was a need to **improve communications** with the Chapter members. While the Chapter has an excellent Newsletter it was not reaching as many members as desirable. Also, available technology was not being effectively used as part of the communications program.
2. **Membership** needed to **be increased**. The Chapter membership is remaining stable at a time when the number of condominium corporations was increasing within the Province. An increase in membership is necessary if the Chapter is to be viable.
3. There was a need to examine the Chapter's **educational programs** to ensure that they were **relevant to the needs of the members**. The needs of the members may be changing and the Chapter educational program should be relevant and informative, as stated in the vision.
4. **Board operations** need to be streamlined and more members must be involved in Chapter operations. Over the past years the Board has assumed more and more responsibility for functions that were, in the past, undertaken by committees. Developing a committee structure would be more effective and insure that more members were involved in Chapter operations.

## YOUR HELP IS NEEDED

There are detailed action plans with specific steps to be followed in the overall plan. One of the key recommendations is as follows:

"Develop a committee structure with at least one Board member on each committee and the remaining members drawn from outside the Board. The suggested committees are:

- Membership
- Education
- Communications
- Information Technology
- Newsletter"

CCI NEEDS VOLUNTEERS TO SERVE ON THESE COMMITTEES. PLEASE THINK ABOUT THIS AND BEFORE YOU LEAVE THIS EVENING DECIDE WHICH COMMITTEE YOU WOULD LIKE TO SERVE ON AND LEAVE YOUR CONTACT INFORMATION WITH OUR ADMINISTRATOR OR ANY BOARD MEMBER.