

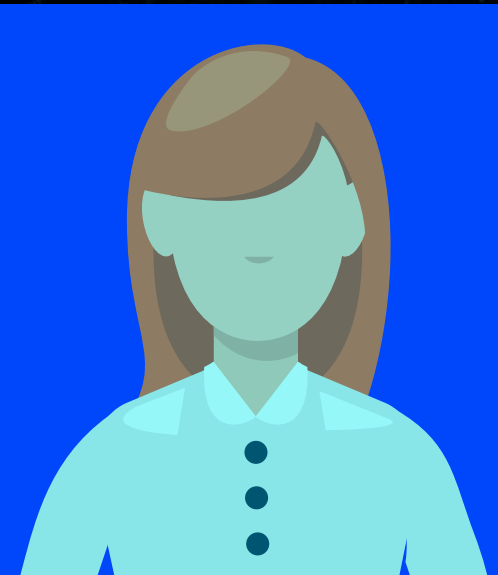


# Canadian Fertility and Andrology Society



## Strategic Plan

2021-2025



# CFAS



**The CFAS is a national Canadian not-for-profit organization that focuses on the field of Assisted Reproductive Technology (ART).**

**The Society is a diverse organization:** it is comprised of over 800 members representing the fields of medicine, basic sciences, embryology, andrology, nursing, genetics, ethics, law, imaging, counselling, and management.



## MESSAGE FROM CFAS EXECUTIVE DIRECTOR & CFAS PRESIDENT:

The Canadian Fertility and Andrology Society (CFAS) is excited to share with its members the 2021-2025 CFAS Strategic Plan. The CFAS' mission to Advance Reproductive Science and Medicine in Canada through Leadership, Research, and Guidance will remain the same.

**Our strategic plan will build on our strengths as a multi-disciplinary organization by using our expertise; providing both the highest quality of education and programming, to advance knowledge and influence public policies.**

While we continue to serve our members and meet our organization's needs, we plan on achieving exciting goals in five varied pillars of the Society: education,

engagement, governance, finance, and accreditation.

**The CFAS will continue to provide high quality and evidence-based educational content to its membership;** additionally, we will continue supporting the advancement and research in the field of Assisted Reproductive Technology (ART), with the goal of increasing frequency, content, and attendance of educational events. Overall, the CFAS would like to see an increase in member engagement; not only in attending education events, but through networking and internal commitment. As well, we aim to support our members in serving their patients with more guidelines and resources each year.



## MESSAGE FROM CFAS EXECUTIVE DIRECTOR & CFAS PRESIDENT CONTINUED:

**A major goal that the CFAS hopes to achieve is to become the first Canadian ART accrediting body to offer accredited programs.**

As a non-profit organization dedicated to excellence in assisted reproduction, the CFAS serves a diverse membership for all fields pertaining to ART; moreover, it consists of many varied Special Interest Groups. The Canadian Fertility and Andrology Society represents the future of Canadian Reproductive Technology.

**Through our 2021-2025 Strategic Plan, we hope to achieve our goals listed therein and continue serving the Society, its**

**members, and the field of ART through dedication, intersocietal commitment, and continued support.**

Further, the CFAS strives to maintain and improve on its good governance policies and practices; alongside increasing Board Director participation. The Society also aims to continue utilizing the Board's experience and expertise to consistently improve the CFAS in a range of means: specifically, a plan for the Society's financial diversification, sustainability, and longevity.

**Goldi Gill & Dr. Jason Hitkari**





## Our Vision

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Excellence in Assisted  
Reproduction

## Our Mission

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To Advance Reproductive  
Science and Medicine  
in Canada through  
Leadership, Research, and  
Guidance.

# Values

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## **At the Canadian Fertility and Andrology Society (CFAS) we value:**

- Continuous education, research grants, and sharing inclusive knowledge across the field of Assisted Reproductive Technology (ART).
- Innovative research to advance the care of fertility patients throughout Canada.
- Advocating for essential reproductive care and the right to build a family.
- Reflecting integrity, honesty, inclusivity, transparency, and ethics in all our initiatives.
- Through teamwork, creating a collaborative environment to achieve our mission and vision.
- Promoting excellence throughout all of our endeavours.



## HOW WE DEVELOPED THIS PLAN



**The CFAS Board engaged in planning for our 2021-2025 strategic plan 14 months ago.** The Board attained the assistance of an independent consulting firm to ensure that a wide range of perspectives would be heard.



The process started with reviewing the progress of our previous plan; followed by an internal and external scan to understand the changing environment in which we practice, work, and live.



We engaged our members in surveys and heard first-hand what our members felt was important for the future.



We followed this with roundtable discussions, involving our Special Interest Groups (SIG), partners, and stakeholders.



The Board held a virtual retreat where they considered all of the information gathered, identified key issues, and determined priorities.



The final step of the strategic plan was presenting the proposed mission and vision statements to our membership for approval at the September Annual General Meeting.

**Our strategic plan will build on our strengths as a multi-disciplinary organization by using our expertise to provide the highest quality of education; and programming, through application of our expertise, to advance knowledge and influence public policies.**



# CFAS Pillars & Goals

01

Education

02

Engagement

03

Governance

04

Finance

05

Accreditation





**PILLAR 01**

# Education

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Facilitate and disseminate high quality evidence-based educational content; and support excellence in research to influence and advance the field of ART.



01

## PILLAR 01

# Education

### Activities

Deliver educational webinars, conferences, summits, annual meetings, SIG hosted webinars, and events.

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Produce evidenced-based practice guidelines.

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Enable further development by providing opportunities for students and trainees.

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Provide practice tools, resources, and supports.

### Outcomes

High-quality education and on-going development for ART professionals.

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Delivering excellent care to ART patients.

### Metrics

95% of CFAS membership attending at least one educational event.

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Two guidelines being published per year.

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Supporting each SIG to host a minimum of one webinar per year.



**PILLAR 02**

# Engagement

Provide leadership and guidance to ART Professionals;  
and facilitate and encourage inter-professional  
collaboration amongst ART professionals.



02

**PILLAR 02**

# Engagement

## Activities

Increase SIG activities and their interaction with programming of educational activities.

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Develop networking opportunities with Board, membership, and SIGs.

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Provide networking opportunities for students and trainees who exhibit an interest in ART as a career path.

## Outcomes

Increased communications amongst CFAS membership, Board, SIGs, and membership portal.

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Annual meeting will encompass a broader scope of all fertility-related areas of expertise.

## Metrics

Tracking attendance of all events and webinars; and aiming to increase attendance by 15% each year.

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Tracking attendance of networking events.

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Increasing membership forum engagement by 15%, annually.



**PILLAR 03**

# Governance

Promote a strong organizational structure through transparency, capacity, and diversity.



03

**PILLAR 03**

# Governance

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## Activities

Develop strong management and good governance by engaging governance education of CFAS leadership.

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Continue to update all governance materials and policies.

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Revise Board nominations process to promote Board diversity.

## Outcomes

A skilled and dedicated support team.

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Updated governance materials.

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A strong and strategic board with diverse skill sets.

## Metrics

Having a Board Director manual in place by next strategic plan, and having bylaws updated to reflect new nomination processes.



**PILLAR 04**

# Finance

Ensure financial sustainability, accountability, and stability.



04

**PILLAR 04**

# Finance

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## Activities

Establish a plan to diversify and balance revenue.

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Revise sponsorship program to delineate sponsorship levels, with the intent of providing stronger recognition.

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Increase revenue generating educational activities.

## Outcomes

Financial sustainability and longevity.

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Identification of new and diverse revenue streams, for the purpose of strengthening the financial position of CFAS.

## Metrics

Creating at least one to two new industry partnerships or streams per year.

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Increasing membership and membership diversity by providing robust educational opportunities.





**PILLAR 05**

# Accreditation

Become a recognized body for ART Accreditation.



05

**PILLAR 05**

# Accreditation

## Activities

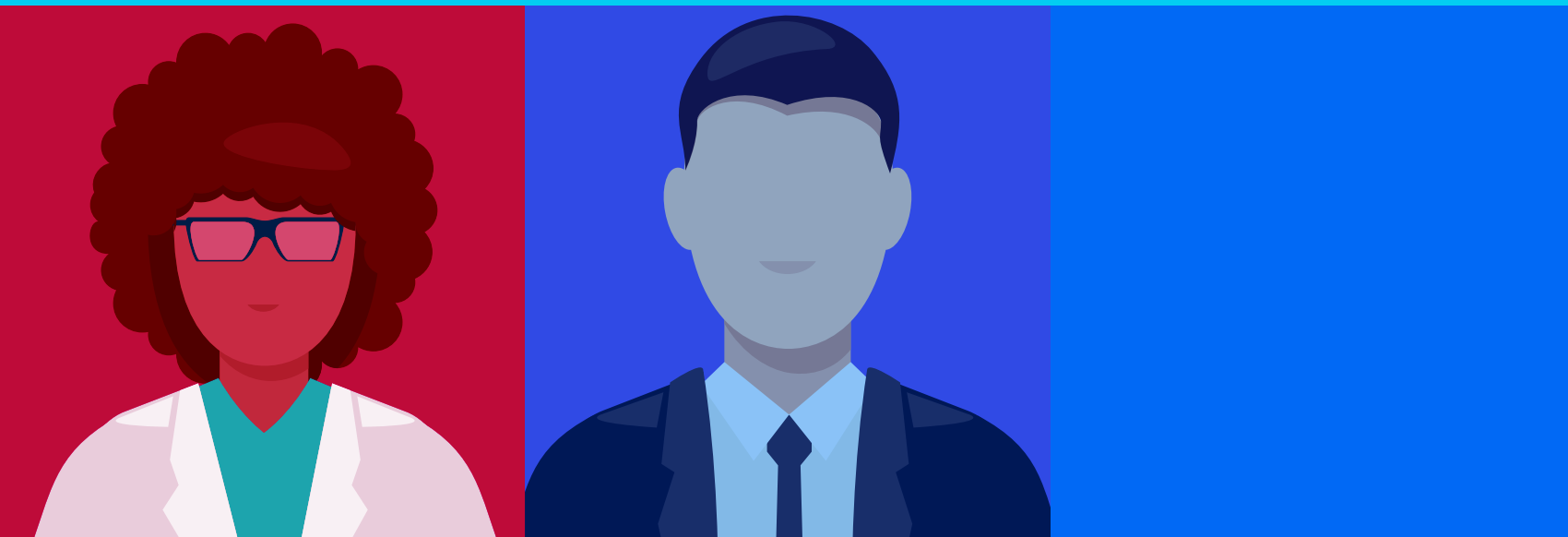
Establish a road map to becoming an accrediting body.

## Outcomes

To become the first Canadian ART accrediting body offering accrediting programs for various ART professionals.

## Metrics

Operating a successful accreditation program by the next strategic plan.





# Canadian Fertility and Andrology Society

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