

Canadian Society of Respiratory Therapists 2009 – 2012 Strategic Plan

Strategic Direction #1 - Advocate on behalf of the profession

The CSRT will be an effective advocate for the RT profession, the health care system and the quality of patient care.

Objective	Activities	Responsibility	Deadline
To increase the influence of the CSRT with internal and external stakeholders in the health care system	Develop and maintain a contact list of key stakeholders (gov't, health organizations, industry).		
	Develop and implement a process to identify current professional practice issues (survey, focus groups, etc.)		
	Establish a process for the monitoring of the environment to identify emerging issues		
	Collaborate with stakeholders (i.e. vendors, HEAL, Alliance, etc.) to anticipate evolving issues		
	Develop and disseminate briefing documents, position statements, etc., on issues that are evidence based and/or expertise based.		
	Ensure regular communication to membership and stakeholders on progress of advocacy strategies and results.		
To ensure the CSRT produces and disseminates evidence-	Establish a process to collect data and information on various		

based and/or expertise-based material.	issues		
	Create and maintain a list of CSRT experts on various issues		
	Create and maintain a list of external experts for various issues		
To ensure the CSRT has a presence at key provincial and national conferences	Identify key provincial and national conferences		
	Select CSRT representatives who can present at key provincial and national conferences		
	Develop a professional display booth		
	Develop professional presentation on the CSRT for presentation at RT provincial conferences		
Foster communication by consulting, collaborating, informing and validating with partners in respiratory care	Collaborate, when feasible, with partners in respiratory care, for the development and dissemination of position statements, etc,		
	Validate with partners in respiratory care, where feasible, content of position statements, etc.		
	Facilitate CSRT representation in meetings and discussions, where feasible, in discussions initiated by key partners in respiratory care		

Strategic Direction #2 – Build the CSRT membership

The CSRT will provide the highest possible value and service to its members.

Objective	Activities	Responsibility	Deadline
To enhance the communication tools and processes	Create a “corporate image” to be used on all CSRT publications, posters, etc.		
	Create a new dynamic and interactive web site		
	Develop and disseminate an e-newsletter to CSRT members		
	Evaluate the Journal and develop an action plan to improve the quality and quantity of content in the journal		
To enhance access to bilingual programs and services	Prioritize bilingual services requirements		
	Set standards for professional technical translation (i.e. lexicon of terms) – set internal translation review guidelines		
	Promote CSRT as a bilingual national organization to francophone communities		
To enhance access to programs and services by maximizing the use of on-line technology	Execute a gap analysis of current systems versus what will be needed		
	Identify areas that can maximize the use of technology		
	Purchase / upgrade software and IT support as determined by gap analysis		
	Develop and distribute IT training information to staff on an ongoing basis		
To broaden the range and base of volunteer involvement	Develop and implement volunteer recruitment activities		

	Develop and implement volunteer recognition initiatives		
	Promote the value of volunteering		
	Promote volunteer involvement as a professional development activity		
To ensure renewal and viability of organization through youth involvement	Include student and/or young graduate involvement representation in CSRT Committees and SIGs		
	Develop programs and activities targeting students and/or young graduates		
	Promote the value of the professional association through targeted communication with new grads and students		
To maximize the membership base to ensure the long-term viability of the organization	Establish strategies and initiatives to recruit and retain membership		
	Identify additional value-added membership services and programs		
	Develop targeted promotion plan to increase knowledge and understanding, and appreciation of the CSRT programs and services		
To ensure the mission and vision statements reflect the revised strategic plan and are well understood by members and	Review the CSRT mission and values statements and ensure it reflects the goals of the strategic plan		
	Implement change to the mission and value		

stakeholders	statements, if feasible		
	Develop and implement a communication plan		
To ensure the management of the CSRT meets the benchmarks of excellence for association management.	Undertake a review of the organizational structure and staff positions / job descriptions and realign as necessary to implement activities outlined in the strategic plan		
	Evaluate financial resource requirements for the successful implementation of strategic plan		
	Establish financial processes to ensure audited statements include a surplus		
	Update financial policies and review every three years		
	Update HR policies and review every three years		
	Evaluate the governance structure to ensure that it meets the benchmarks of effective professional associations as measured by CSAE.		
Strategic Direction #3 – Promote the profession			
<i>The CSRT will support and enhance the professional image of respiratory therapists.</i>			
Objective	Activities	Responsibility	Deadline
To reinforce a positive professional culture for RTs	Develop activities and programs to encourage RTs to engage in research, publications and other educational activities.		

	Identify opportunities for RTs to present, publish, etc. (i.e. awards)		
	Reposition RT week to promote the professional status of RTs in the workplace and in the community		
	Create opportunities to celebrate accomplishments of RTs		
	Develop and disseminate appropriate promotional material to promote the profession		
To support the professional image of CSRT members	Develop and implement a plan to showcase the expertise of RTs (i.e. in research, education, etc.)		
	Identify and celebrate accomplishments of RTs through communication vehicles		
	Promote the profession with the public, other health professionals, government and the media		
	Develop and promote patient education materials (web-based, etc)		
	Execute strategies to promote the profession during RT week.		
Strategic Direction #4 – Foster national professional standards			
<i>The CSRT will encourage professionalism in the practice of respiratory therapy and optimize practice requirements for RTs.</i>			
Objective	Activities	Responsibility	Deadline
To be proactive in the	Create the position of		

management of issues that impact the professional practice of RTs	professional practice director		
	Establish a functional and productive professional practice committee		
	Establish a process to identify issues and to develop appropriate statement/responses that is evidence-based and/or expertise-based		
To ensure the practice of the profession meets the highest standards and meet the needs of the current practice environment.	Create a web-based catalogue of existing practice guidelines to support and guide RTs in their clinical environment		
	Develop, when feasible, practice guidelines / risk management guidelines to support and guide RTs in their clinical environment		
	Develop, in collaboration with key RT partners, a document outlining “the national standard of practice for RTs”		
	Develop and implement a communication plan to disseminate information to CSRT members and to relevant key stakeholders.		