**CASI Strategic Framework – discussion points**

**OBJECTIVES**

** Provide a Canadian forum for engagement and networking as well as a showcase for advances in academia, industry and government**

Central to the mission of CASI is our obligation to connect aeronautics and space professionals in Canada and around the world. Through active engagement, CASI will seek to better understand and effectively meet the needs of the Canadian aeronautics and space communities and foster strategic partnerships with academia, industry, government and not-for-profit organizations. The focus of this initiative is creating engagement and networking opportunities at Canadian venues for our members to gather, meet, network and share information, knowledge and experiences. These venues are also open to non-members and offer great opportunities to promote activities and celebrate the achievements of the Canadian aeronautics and space communities.

CASI commits to enabling our membership to remain current with initiatives and developments among academic, industry, government and not-for-profit communities. In the process, CASI exercises its commitment to promoting Canadian aeronautics and space communities. The mechanisms for showcasing advances within these three communities are the two main national conferences, AERO (aeronautics) and ASTRO (astronautics) as well as international events such as the International Astronautical Congress. As an obligation to our members and a commitment to the Canadian aeronautics and space communities, we will provide timely and informed advice for all activities organized by CASI.

** Disseminate knowledge**

CASI commits to disseminating technical knowledge in the areas of aeronautics and space. Chief among the means by which this is accomplished are the technical programs from the major conferences CASI AERO and CASI ASTRO, where knowledge is communicated in the form of oral and poster presentations as well as published proceedings of selected papers presented at the conference. Another excellent venue supported by CASI is the Canadian Student Summit on Aerospace. In addition, regularly scheduled meetings of CASI branches also contain presentations by persons of local interest which highlight activities within the region.

CASI’s two journal publications, the Canadian Journal of Remote Sensing (CJRS) and the Canadian Aeronautics and Space Journal (CASJ), will continue to be leveraged as a means of disseminating knowledge. Both these journals have lasting archival value as their volumes are readily available online. While the CJRS continues to be a very robust publication, the role to be played by the CASJ is under consideration. Knowledge is also disseminated in a publication known as the CASI Clipper, which is published regularly and contains many articles describing recent Canadian and international achievements in the world of aeronautics and space.

CASI also recognizes that it can have a role to play with respect to professional development and training in the areas of aeronautics and space. Although not resourced with this capacity currently, CASI will keep an eye in this area and continue to assess the opportunities to respond.

** Connect and support members**

CASI commits to connecting and supporting members at various levels and in various capacities. These include regional gatherings organized by the Branches that enable CASI members to share experience and knowledge as well as national-level conferences, workshops and other theme specific activities that offer formal and informal opportunities to grow and to learn.

CASI’s website and presence on social media, such as LinkedIn, will be leveraged for the benefit of CASI members and all those interested in Canadian aeronautics and space. CASI commits to maintaining a fully-featured and up-to-date web site, and social media platforms that provide information about CASI activities and that provide the means and motivation for members to reach out to each other.

CASI prides itself on its ability to ‘connect the dots’ – that is, to bring people and their organizations together virtually or in person for mutual benefit. The advantages that result depend on the goals of our participants, who range from students and young professionals to business professionals and leaders in academia, industry and government. The many benefits to CASI include:

• Keeping in touch as a community from early career to after retirement.

• Connecting with a network that can strengthen personal relationships and lead hiring opportunities.

• Connecting with people of similar experience levels to share ideas, future plans, career path options, etc.

• Connecting with people who have more experience and who can provide helpful advice and mentorship.

• Connecting with colleagues to share technical information that can further the development of business and personal projects.

• Connecting for collaborations or to solve supply chain requirements.

• Opportunities to present to an audience that includes subject matter experts and professionals in various fields to help develop a skill that is increasingly vital to career development.

• Attending venues that promote the Canadian aeronautics and space communities and keep you current on the advances in academia, industry and government.

• Venues to provide and receive information and advice via exhibits, sponsorships and ‘advertorials’ to strengthen corporate visibility, enhance stature and generate business development.

• Reduced registration fees and preferred access to the podium at CASI events.

** Foster national pride and international recognition**

CASI serves the greater aeronautics and space community in Canada by promoting experiences and championing the successes of Canadian aeronautics and space professionals. CASI strives to create the venues and networks that inspire an atmosphere of synergy, collaboration and professional development, raising the awareness of personal and professional achievements and fostering a sense of pride in the sector. CASI commits to hosting international events in Canada, such as the International Astronautical Congress as well as the Hypersonics conference in collaboration with AIAA. In addition, Branches take the opportunity to recognize people locally for their achievements and accomplishments.

CASI showcases Canadian achievements in aeronautics and space through the publishing of scientific articles, presentations at conferences, Branch meetings and the annual President’s Tour. CASI also recognizes achievements through awards in various categories. The Senior Awards, sponsored by CASI for example, highlight annually major Canadian achievements in aeronautics and space and include:

• The Alouette Award: for outstanding contribution to advancement in Canadian space technology, applications, science or engineering.

• The C.D. Howe Award: for achievements in the fields of planning and policy making, and overall leadership in Canadian aeronautics and space activities.

• The McCurdy Award: for outstanding achievement in the science and creative aspects of engineering relating to aeronautics and space research.

• The Roméo Vachon Award: for outstanding display of initiative, ingenuity and practical skills in the solution of a particular challenging problem or series of challenging problems in aeronautics and space activities in Canada.

• The Trans-Canada (McKee) Trophy: for outstanding achievement in the field of air operations.

**FINANCES**

** Responsible stewardship**

Careful stewardship of financial resources is an essential part of good governance and CASI understands that this not only affords us the confidence in our ability to operate and adapt but also the credibility that we provide value for money. At its core, stewardship involves accountability and responsibility for the resources entrusted to our care. CASI acknowledges this obligation and commits to accomplishing our mission in a fiscally responsible manner on behalf of our members.

** Efficiency in operations**

As fiscally responsible stewards, CASI commits to using streamlined business processes that enable the most efficient, effective and economical operations as well as to making sound decisions that are transparent and accountable to our stakeholders. To facilitate our accountability, we will leverage technology for storage of and access to information and data.

** Financial sustainability**

Building on our responsible stewardship, CASI commits to growing our membership base and exploring revenue generating opportunities. We also commit to achieving and maintaining a sustainable budget. These efforts include the prudent management of our financial assets, including the investment portfolio, which is managed under the direct responsibility of the Executive Director and Treasurer in consultation with a professional investment management company.

**BUSINESS**

** Engage with membership**

The CASI management team embraces its responsibility for developing, articulating and maintaining a strategic focus so as to ensure that CASI continues to be recognized in Canada and internationally as the leading Canadian learned society in aeronautics and space. CASI commits to developing and maintaining close connection to key organizations in academia, industry, government and not-for-profit sectors that make up the aeronautics and space communities in Canada and abroad.

CASI commits to adopting best practices for governance and management and will continue to engage with its membership through various means including the Annual General Meeting (AGM) to ensure accountability through openness and transparency for all activities. As a self-governing body, CASI will continue to open up pathways for members to get involved, populating its volunteer executive, board positions and the various committees with those members willing to get involved and make a difference.

** Achieve growth**

Growth is characteristic of a healthy organization and CASI is committed to pursuing growth with individual memberships as well as Corporate Partnerships across Canada. To accomplish this, CASI commits to developing and sustaining an engaging and informative on-line presence that focuses first on the interests of its members and provides a high level of national and international visibility and the opportunity for member interaction via social media platforms.

CASI also commits to holding conferences, workshops and other events that are timely, professional and considered worthwhile by the communities they are intended to serve. For individual memberships, CASI will strengthen its local and regional visibility by providing support to Branches and their volunteer executives. To ensure CASI is meeting the expectations of Corporate Partners, we will communicate and engage effectively to ensure a clear understanding of desired outcomes and to ensure the expectations have been achieved.

** Develop and execute communication strategy**

As part of our strategy, CASI will develop and execute a plan to enhance the means and our ability by which we publicize, communicate and disseminate information to our members and our internal and external stakeholders and communities. In an effort to enrich our ability to complete our mission, we will employ information management tools and identify, evaluate and pursue opportunities to engage with and on behalf of our members, stakeholders and communities.