

# Canadian Military Engineers Association

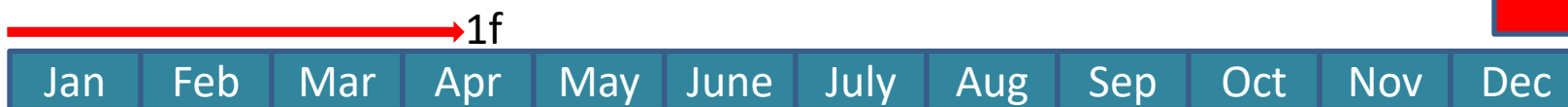
## The Way Ahead

2018



## Nov 2009

- ◆ The CMEA President and Executive Director meet with the CME CWO's in Chilliwack BC
- ◆ At Branch Council, the next day, they were presented the following Road map.
- ◆ Every item was considered, and the CMEA decided to focus on certain items (e.g. communications)



Objective #1 Initiatives

- a. New funding model based on rank
- b. Central release of funds on request
- c. Electronic mass dist list
- d. Quarterly news letter by email
- e. One page bullet to inform members
- f. Communication / Recruiting plan
- g. Vision/Mission Statement by Executive

Objective #2 Initiatives

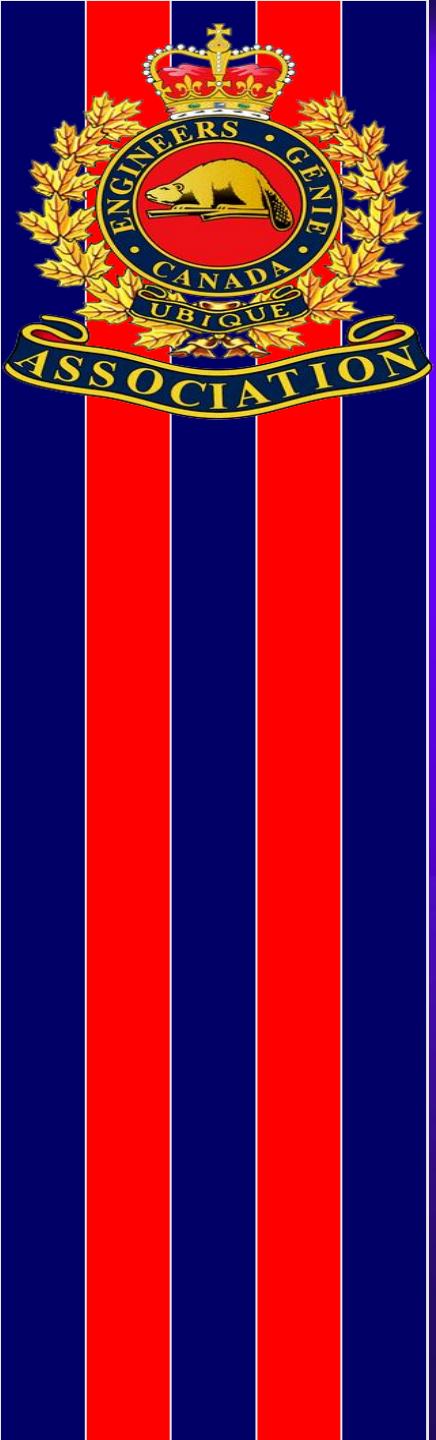
- a. Retired Spr's Memorials
- b. Assistance with Unit parades
- c. Continued Sp to H Col activities

Objective #3 Initiatives

- a. Gift program throughout career
- b. Redbook updates
- c. Funding to chapters on request
- d. Top student awards
- e. Sp to museum

Objective #4 Initiatives

- a. Promotion letters Sgt/Maj up
- b. Letters to pers receiving awards/honours
- c. Fallen soldier family recognition (lapel pin issued on M Cross criteria)
- d. Retirement scrolls continued
- e. Death on duty (brick on wall of honour)



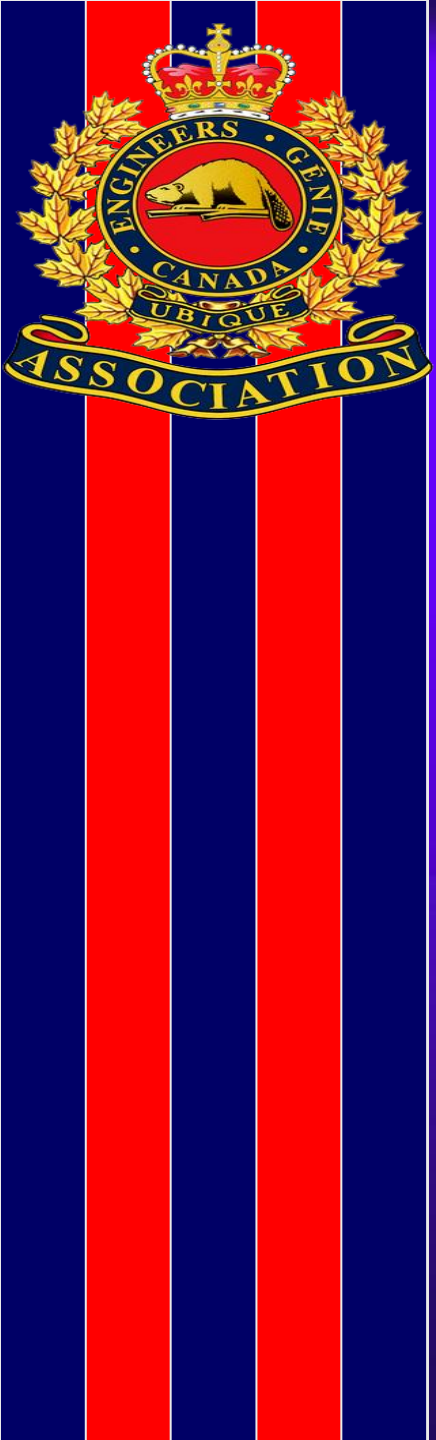
## Nov 2012

- ◆ Attendees at the CMEA Conference produced a Way Ahead list for the Association.
- ◆ The following is the list and the success in meeting the list.



# Top Items 2012 Conference

- ◆ Register & Pay-on-line (done)
- ◆ Crisis Support-Engineer in Need (done)
- ◆ Web site upgrade (done)
- ◆ Annual report (done)
- ◆ Transition Support (done-Workopolis)
- ◆ Local Chapters (mostly done)
- ◆ Recognition (Sapper Claus)
- ◆ Supporting Members (Affinity Programs)
- ◆ Communications (News Briefs)



## Nov 2015

- ◆ Used 2015 General Meeting to produce the next list of Way Ahead targets for the Association.
- ◆ Criteria:
  - Supports “the voice of the CME family”
  - National in scope
  - Do-able



# AGM 2015 List

- ◆ Establish a chapter wherever there is an Engineer unit;
- ◆ Double the number of associates (members);
- ◆ Additional affinity programs;
- ◆ Improve communications;
- ◆ Improve membership management system;
- ◆ Improve Recognition programs;
- ◆ Enhance esprit de corps through History & Heritage;
- ◆ National strategy to unify the engineer family;
- ◆ Enhance transition support;
- ◆ Broader representation at CMEA General Meetings
- ◆ Investigate feasibility of life membership (associates);
- ◆ Create Strategic plan 2015/2018.



# The Way Ahead: 2015-2018

- ◆ **Growth:** Expand CMEA activities to more fully represent and serve the CME family:
  - A chapter wherever there is an engineer unit
  - Double the number of members (associates)
  - Create new programs to assist and attract members
- ◆ **Unity and Esprit:** Improve unity and esprit de corps across the CME family:
  - Improve recognition of individual and group achievement
  - Promote the history, heritage and customs of the CME Branch
  - Build CMEA into a unifying force
  - Achieve broader chapter participation in national governance
- ◆ **Management:** Improve CMEA governance, transparency, awareness, and interaction with members:
  - Enhance Communications
  - Improve association management
  - Develop coherent membership policies





# Growth

GOALS	Specific Tasks/Objectives
<b>Establish a new Chapter wherever there is an Engineer unit.</b>	<ul style="list-style-type: none"><li>• Develop strategy to target units without chapters</li><li>• Establish team to identify and provide ongoing support to local leadership in establishing chapter</li></ul>
<b>Double the number of associates.</b>	<ul style="list-style-type: none"><li>• Identify audiences to be targeted</li><li>• Develop coherent recruitment materiel/media for each targeted audience</li><li>• Develop and implement approaches to reach each target group (see communications)</li></ul>
<b>Create new programs to both assist and attract associates.</b>	<ul style="list-style-type: none"><li>• Conduct research into needs and perceived gaps across engineer family<ul style="list-style-type: none"><li>○ Increased emphasis on needs of veterans</li></ul></li><li>• Develop specific programs to address gaps, within means</li><li>• Leverage programs in growing chapters and membership</li></ul>



# Unity and Esprit (1)

GOALS	Specific Tasks/Objectives
<p><b>Improve recognition of individual and group achievements.</b></p>	<ul style="list-style-type: none"> <li>• Update and reinvigorate the former set of awards, competitions and trophies at National, Service, and Command levels</li> <li>• Provide support to Top Student awards at all three CME Schools</li> <li>• Examine expansion of CME bursary program.</li> <li>• Expand use of CMEA Commendations for contributions to the Branch.</li> <li>• Recognize community involvement for individuals and groups</li> </ul>
<p><b>Promote the History, Heritage and Customs of the CME Branch</b></p>	<ul style="list-style-type: none"> <li>• Encourage submission of CHIMO Communique articles from units and individuals – on both current and heritage subjects.</li> <li>• Encourage and acknowledge/reward the writing of well-researched historical articles/books on CME related subjects, including potential bursary.</li> <li>• Complete the set of CME Heritage Moments</li> <li>• Improve/enlarge the set of Engineer Day in History – increase emphasis on Citations of significant Honours &amp; Awards</li> <li>• Create an “Engineers in Action” Images Library.</li> <li>• Introduce an “Engineers Monuments/Memorials” online feature.</li> <li>• Support CME Museum initiatives</li> <li>• Assist in update and promulgation of Red Book               <ul style="list-style-type: none"> <li>○ Possible publication of chapter 1 as stand-alone CME History “package”</li> </ul> </li> <li>• Support the publication of the CME History Vol IV</li> <li>• Undertake a history/heritage project related to role of CME in the First World War</li> </ul>



# Unity and Esprit (2)

GOALS	Specific Tasks/Objectives
<b>Build the CMEA into a unifying force for all like-minded Engineer groups, clubs, and associations.</b>	<ul style="list-style-type: none"><li>• Clearly define and promote role of CMEA as unifier across the Engineer family (hub vs umbrella)</li><li>• Conduct outreach to units, associations, groups, and clubs</li><li>• Actively explore options and conditions to establish affiliated relationship with other engineer organizations<ul style="list-style-type: none"><li>○ In particular – explore better incorporating reserve units and cadet corps</li></ul></li><li>• Increase emphasis on identifying and including RCAF CE and Firefighter veterans,<ul style="list-style-type: none"><li>○ Increased effort to include in last post features</li></ul></li></ul>
<b>Achieve broader chapter representation at national meetings.</b>	<ul style="list-style-type: none"><li>• develop funding sources in support of travel and accommodation costs,</li><li>• make greater use of technology (eg tele- and videoconference means), and</li><li>• locate meetings where travel and accommodation costs can be lessened</li></ul>



# Association Management

GOALS	Specific Tasks/Objectives
<b>Enhance communications.</b>	<ul style="list-style-type: none"><li>• Improve the existing mediums/means,</li><li>• Create/exploit additional communication channels (eg social media)</li><li>• Improve bilingualism in communications and online content.</li></ul>
<b>Improve association management.</b>	<ul style="list-style-type: none"><li>• Implement use of Association Management Software or equivalent resource.</li></ul>
<b>Develop a coherent (set of) membership policy(ies)</b>	<ul style="list-style-type: none"><li>• Establish clear, coherent, membership category(ies)</li><li>• Establish clear, consistent and transparent conditions/benefits for affiliation of organizations</li><li>• Review and confirm relationship between association, members (chapters), associates, and affiliates.</li><li>• Determine efficacy of establishing life memberships for associates</li><li>• Determine efficacy of raising associate dues</li></ul>