

CHC Strategic Priorities

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MISSION: To inspire appreciation and advance knowledge of Canada's food history.

We will continue to implement our mission from mid-2020 through 2023 by adopting three interlocking strategic priorities.

1. ENGAGING MEMBERS

We will accomplish this priority by cultivating:

- A membership program that delivers meaningful programs, fertile collaborations, continuous learning and informative publications.
- Retention schemes.
- Attraction schemes.
- Partnerships for programs and publications.

2. REACHING EVERYONE

We will accomplish this priority by leveraging:

- Technology to reach audiences across Canada.
- Social media platforms to interest Canadians in continually evolving ways.
- Partnerships to embrace diverse culinary histories.
- National online programs to attract members from coast to coast to coast.
- Our website as a growing resource for Canadian food history.

3. INCREASING CAPACITY

We will accomplish this priority by developing:

- A nomination and pipeline process for the board of directors.
- An onboarding process for incoming board and committee members.
- Structured standing committees.
- An online portal for key documents and archives.

We will also accomplish this priority by considering:

- A paid part-time manager.
- Charitable status.