

AMICCUS-C 2026–2031 Strategic Plan

Vision

An innovative, supportive, and inspired profession genuinely enhancing the student experience at post-secondary institutions nationwide.

Mission

We provide continuous professional development, accreditation, and opportunities for connection to strengthen the student support sector.

Values

We are guided by our values: we learn, lead, include, communicate, and innovate.

Strategic Priorities

Priority A – Confidence in the Profession

- Strategy A.1 – Launch the accreditation program with strong membership buy-in
Outcome: A majority of members have achieved accreditation.
- Strategy A.2 – Celebrate the achievements of members
Outcome: Members' perceptions of how professional contributions are recognized improve meaningfully.
- Strategy A.3 – Grow the impact and public recognition of the awards program
Outcome: The number of nominations across all awards substantially grows.

Priority B – Communication within the Profession

- Strategy B.1 – Launch an online messaging community responsive to members' needs
Outcome: Our user base is engaged across the community.
- Strategy B.2 – Complete a refresh of our communications platforms
Outcome: Members are satisfied with each of our communications platforms.
- Strategy B.3– Improving engagement with non-voting members
Outcome: AMICCUS-C's non-voting members feel meaningfully included.

Priority C – Year-long Professional Development

- Strategy C.1 – Offer PD workshops throughout the year on emerging topics and challenges
Outcome: Members are satisfied with non-conference professional development opportunities.
- Strategy C.2 – Refresh AMICCUS-C's role in supporting conference hosts
Outcome: At least two years of NPC hosts and one year of RPC hosts are locked in.

Priority D – Grow the Membership

- Strategy D.1 – Make membership more valuable to French-speaking professionals
Outcome: French-speaking members feel significantly more included.
- Strategy D.2 – Make membership more valuable to graduate member professionals
Outcome: Graduate members feel significantly more included.