

Strategic Direction	Strategic Priorities	Desired Outcomes	Indicators of Success
<p>1: Provide valued programs and services that support athletes in their pursuit of excellence on and off the field of play.</p>	<p>1.1 Continue to develop and deliver meaningful programs and services for athletes</p> <p>1.2 Develop and implement robust and progressive membership program</p>	<p>By 2014/15:</p> <p>1.1.1 ACAN offers an array of programs and services that are meaningful to members</p> <p>1.1.2 Renewed and new sponsors</p> <p>1.1.3 High level of awareness and satisfaction with ACAN programs and services amongst members</p> <p>1.2.1 Paid members</p> <p>By 2011/12: I might move them to the indicators column as it might limit them to determine outcomes by 2012 – would indicators not be more meaningful? Not sure it's outcomes here but rather indicators?</p>	<p>1.1.1.1 Five new services and programs have been initiated</p> <p>1.1.2.1 Maintained all existing sponsors and renewed 3 more</p> <p>1.1.3.1 Increased member satisfaction by 5%</p> <p>1.2.1.1 1100 paid athletes members</p> <p>By 2011/12:</p> <p>1.1.2.1 Review of Forum has taken place; two new services and programs have been initiated</p> <p>1.1.2.1 Review of existing sponsors has been conducted and negotiations for renewal are in place; determined which sponsors are worth pursuing</p> <p>1.1.3.1 Conducted baseline member satisfaction survey in year 1 and look to repeat in year 2.</p> <p>1.2.1.1 500 paid members</p>