CWIM
Canadian Women in Medicine

# 2025 Strategic Plan

## Growing a supportive community where women+ physicians thrive.

### ORGANIZATIONAL GROWTH

As a safe, inclusive, and uplifting community, we actively welcome new partners and embrace a true sense of belonging in everything we do. Women+ physicians face unique challenges, and we want to grow our community to support, celebrate, and champion even more of them.

### COMMUNICATIONS AND ENGAGEMENT

We want our partners to feel connected, informed, and valued. With a continued focus on creating meaningful and uplifting experiences, we constantly look for ways to communicate in ways that elevate, unite and inspire us.

### DELIVERING VALUE

We're committed to delivering value in all aspects of our organization. From the way we connect and communicate to the impact we create, we're here to make a difference so women+ physicians can thrive.

**Foster Belonging | Support One Another | Inspire Courage**
**Champion Equity | Celebrate Success**

**Q1 PROJECTS**

- Target younger members by adding category + distribution lists
- Secure resource/advisor for strategic comms and draft plan
- Secure French translator
- Define what Regional Champions is
- Create internal value filter set

**Q2 PROJECTS**

- Communicate strategic plan to partners
  Create and launch social media strategy

**Q3 PROJECTS**

- Explore possibility / potential for smaller regional events
- Update and refresh web copy to reflect new messaging

**Q4+ PROJECTS**

- Audit current activities to ensure all still align and are creating ROI.