CANCAS Strategic Plan
2010-2011

Mission Statement: The purpose of this organization shall be to promote interest in scientific research among undergraduate students, provide opportunity for students and faculty members of science to share and interact in scientific endeavors, and disseminate information of such scientific endeavors to all students of science.

Short-Term Goals:

- Increase publicity and awareness & membership of CANCAS.
  - In addition to the fall mailing of the Fall Workshop to CANCAS members, email advertising/brochure to science department/organizations of all local schools will be sent.
  - A poster will be created to advertise CANCAS and mailed to selected departments to be displayed year round. Facebook information will be added to the poster.
  - The involvement of larger schools will be encouraged through contacts by the CANCAS officers and directors, and dissemination of advertising materials and Facebook.
  - First and second year college students will be encouraged to be active members in CANCAS through participation at the CANCAS research/career workshop and NCAS annual meeting.
  - CANCAS officers and members will reach out to the School Academy of NCAS (NCSAS) during awardee presentations at the NCAS meeting at Elon in March 2011 and encourage them to become members of the CANCAS Facebook group. The President’s letter will be sent to the NCSAS faculty advisor to be distributed to the NCSAS student members.
  - Create and support the development of CANCAS Campus Liaisons. Campus Liaisons will be a current student at each of the CANCAS member institutions who promotes CANCAS in campus student organizations and increase the participation of his/her campus at the CANCAS research and career workshop and NCAS annual meeting.
    - CANCAs officers will identify potential liaisons by reviewing campus website, contacting faculty advisors of related student organizations, and advertising it at the research workshop.
    - Once liaisons are identified, CANCAS flyers and newsletters will be sent directly to the liaison to be distributed around campus.

- Improve the interaction of CANCAS members with each other.
  - Plan activities during the Fall Workshop and/or Annual Meeting for students to network and interact.
    - Students will be split into discussion groups according to career interests
    - Use the CANCAS business meeting to promote CANCAS’ Facebook page and the NCAS annual meeting.

- Improve the information available to the membership related to careers and graduate school at the Fall Workshop.
  - Support the career and graduate school preparation focus of the 2010 Mount Olive research and career workshop.
- Evaluate the Mount Olive career events post-workshop and determine their value to students to advise future fall workshop and spring annual meeting organizers.
- Develop a student research internship description pool for CANCAS members.
- Improve communication among individuals, institutions, and CANCAS.
- Manage the already created Facebook page by creating invitations and event blogs, making photos and information available. The CANCAS Historian will be the lead for these objectives.
  - Monitor the number of Facebook members to see the growth over the 2010-2011 year.

**Long Term Goals:**
- Gain public recognition as reputable scientific community
  - Encourage students to publish their work
    - CANCAS officers will research publication venues such as NCAS, CUR, and Tri-Beta, and describe these possibilities at the fall workshop meeting at Mount Olive.
    - Student research abstracts will be posted to Facebook upon approval by the author(s).
- Lecture Program
  - Not a priority for 2010-2011. The fall workshop can be used to highlight scientific research (keynote address) and career building opportunities.
- Improve the information available to the membership related to careers and graduate school
  - Continue to encourage the development of a graduate school fair each year at the NCAS annual meeting. The host institution’s career office may be able to provide resources and attract graduate programs to the fair.