CANCAS Strategic Plan

2012-2013

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.
  ➢ Update and maintain Facebook page as a vehicle to spread information about the academy to a broader audience (Historians will update and maintain page. Officers will assist by providing any additional news and pictures).
  ➢ Creation of a packet of information about CANCAS to be mailed to selected departments at Colleges and Universities to be displayed year round (Campbell Liason will assemble packet, Officers will collaborate to generate content).
  ➢ Dissemination of an informational brochure regarding NCSAS and CANCAS in conjunction with the flier for the Fall Workshop to science department/organizations of all local high schools. Interested students will be informed of the Fall 2012 Workshop and encouraged to attend (all officers will help disseminate information- generating a list and assigning individuals to each school).
  ➢ 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 (all officers and liaisons will assist in advertising the workshop and other events sponsored by CANCAS).
  ➢ Increase the number of CANCAS Campus Liaisons. Campus Liaisons are students from each of the CANCAS member institutions whose role is to promote 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
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.
  - Plan a winter service project in a centralized area for CANCAS members
  - 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.

- Include a panel of individuals representing various science and health-related professions/graduate programs at the Fall 2012 Workshop
- Provide members/workshop attendees with paraphernalia from undergraduate/graduate/professional programs through the raffle
- Inform students of the benefits and opportunities from study abroad programs

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 Historians will be the lead for these objectives.
- Monitor the number of Facebook members to follow the growth over the 2012-2013 year.

Long Term Goals:

- Gain public recognition as reputable scientific community
  - Reach out to additional 4-year schools in the central North Carolina area.

- Gain community recognition by serving the community through a CANCAS project
  - Proposed ideas include Habitat for Humanity, food pantries, or soup kitchens.

- Improve the information available to the membership related to careers and graduate school.