

Strategic Plan 2012 - 2014

Canadian Science Fiction and Fantasy Association

Vision and Mission

CSFFA's Vision is of Canadians creating and enjoying many great science fiction and fantasy works and activities.

CSFFA's Mission is to honour, celebrate and promote excellence in Canadian science fiction and fantasy works and activities.

Values

CSFFA will uphold the following values and encourage all individuals connected with CSFFA to do the same:

1. We govern the Aurora Awards and the Prix Aurora Boréals with fairness, accountability and transparency.
2. We encompass and respect all related genres and sub-genres that give people freedom to dream beyond their mundane lives.
3. We believe having fun is part of celebrating science fiction and fantasy as well as participating in related activities.
4. We nourish creativity and active participation in fandom.
5. And always, we seek to bring wickedly awesome accomplishments to the attention of voters and other fans.

Strategic Directions

1. **GENERAL GOAL: Continue efforts to make the Awards valued by creators of all types of science fiction and fantasy works and activities by**
 - a. Increasing the tangible rewards for winning
 - b. Increasing the availability of nominated and winning works through the web site
 - c. Involving professionals in the web site, e.g., through interviews with winners
2. **AWARDS INTEGRITY: Ensure accessible, open and fair nominations and voting rules and processes by**
 - a. Continuing to appoint highly competent chairs and members, who are also free of conflict of interest, to the Aurora Awards Committee
 - b. Clarifying and defining circumstances under which nominations and votes are or are not counted
 - c. Significantly improving the user interface for nominations and voting
 - d. Maintaining the software needed to manage the voting process
3. **PROMOTION: Publicize the awards to increase prestige, understanding and awareness by:**
 - a. Improving CSFFA's social media presence
 - b. Increasing and improving CSFFA-controlled publicity for award presentations/winners through press releases, press kits, information bulletins, broader distribution, etc.

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- c. Seek information from all nominees for a press kit when confirming they will stand, so publicity can quickly be distributed once winners are known
 - d. Develop a year-round general audience publication/newsletter
- 4. PARTICIPATION: Expand on the number and type of active participants and increase the value of membership by**
- a. Providing a discussion forum on the web site for members
 - b. Developing a much more user-friendly web site
 - c. Adding functionality to web site such as email broadcasts of links to new info and subscriptions to newsletter
 - d. Investigating better coverage of the ceremony, e.g., video, live streaming
 - e. Taking proactive steps to involve more fans of fantasy and science fiction in CSFFA, from outside of fandom and from under-involved areas of fandom
- 5. CAPACITY: Enhance the organization through more resources, transparency, accountability, and presence, and update the legal framework, by**
- a. Developing and implement a revenue generation plan to support awards sponsorships, publicity and administration costs
 - b. Continuing to be openly accountable to members regarding plans, achievements and resource use, including annual professional involvement in the financial statements
 - c. Achieving and maintaining compliance with government filings requirements
 - d. Continuing to enhance governance documentation and processes
 - e. Reviewing the governance structure and key processes in relation to the new Canadian Not-for-Profit Corporations Act and regulations
 - f. Developing new bylaws to meet the new legal requirements and obtain member approval

Review Commitment

The Strategic Plan will be reviewed whenever emerging changes seem significant, and the three-year rolling plan will be updated at least annually. The Board will monitor progress at all meetings and manage risk appropriately.

Approved by the Board of Directors on January 30, 2012.