

A New Decade & Strategy for the CRA

Vision 2020 – An Impactful and Sustainable Future

The Canadian Rheumatology Association (CRA) recently presented its new strategic plan at its Annual General Meeting this past February.

As the CRA approaches its 75th anniversary in 2021, the organization has been developing a new strategy that is intended to cement its status as the national voice of Canadian rheumatologists, and build toward a sustainable future for decades to come. Thanks to the valiant efforts of leaders and volunteers, both past and present since the CRA's inception in 1946, the organization has grown to almost 600 members across Canada, with programs, services and events year-round.

This new strategy has been in development since as early as 2018, with feedback and input from various stakeholders, including our own members.

Here is a look at the five new CRA strategies:

1. Position the CRA as the leading national provider of rheumatology resources and continuing professional education.
2. Identify and influence issues of national relevance that affect rheumatologists' practices.
3. Build and nurture a vibrant national rheumatology community.
4. Champion the cause of rheumatology research in Canada.
5. Ensure continuing financial and operational sustainability of the CRA in a changing environment.

Stay tuned for more information as the CRA finalizes its new strategic plan for implementation in 2021.

FAQ:

1. Why do we need a new strategic plan now?

The Canadian Rheumatology Association is a 74-year-old, highly credible organization with a great reputation and a track record of success. Such a great legacy deserves an excellent future. With this in mind, the Board of Directors, volunteers and staff are working closely to position the CRA for a sustainable future.

This work is also timely, since it is occurring concurrently to the restructuring of the CRA to address the sustainable revenue aspects and fiduciary responsibilities of the organization. The result will be clear goals and direction for the CRA moving forward.

2. How different will this be from our current strategic priorities?

The overall priorities will not change significantly. That said, the new plan will be more detailed and specific.

Furthermore, our approach to implementing and managing the new strategic plan will be guided by a set of clearly defined criteria for selecting and evaluating programs which in turn will help us better deliver and report on our plans.

3. What will be the changes that are the most noticeable to members?

For 2020, very little changes will be visible to the general membership. In the spring and summer of 2020, we will be developing the operations plans with the committees. As those plans become clear, we will share information with the overall CRA community through our website and alert you through notifications in our newsletters.

The intention of this exercise is to align the key activities of the CRA and be clear on how we will define success. This means all CRA activities will need to align with one or more of our key priorities.