# Strategic Plan 2025-2029

### Vision

By 2029, the Canadian Ophthalmological Society will be recognized as the national leader in collaborative eye care. We will have expanded our organizational impact through a growing and deeply engaged membership. Our Continuing Professional Development programs will be inclusive, innovative, and responsive to the evolving needs of our members.

## **Strategic Pillars**

#### Lead with a Strong Advocacy Voice

Develop a cohesive and visible advocacy strategy that positions COS at the forefront of national conversations on collaborative eye care.

#### **Elevate Technology and Communication** Improve digital platforms and communication strategies to enhance members' accessibility and awareness.

#### Expand and Empower Our Membership

Build a stable, inclusive, and representative member base across all regions and stages of practice.



#### **Innovate and Unify CPD Offerings**

Provide cutting-edge, accessible, and inclusive CPD programs that reflect national needs and global best practices.

#### **Optimize Organizational Resources**

Leverage the full potential of COS' human, financial, and technological assets to drive operational excellence and long-term sustainability.



