



STRATEGIC PLAN 2008 - 2013

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MSNS STRATEGIC PLAN: 2008-2013

Introduction

The Mining Society of Nova Scotia (MSNS) was formed in 1887 as the Gold Miner's Club soon evolving into the MSNS in 1892 and later into an affiliation with the Canadian Institute of Mining, Metallurgy & Petroleum (CIM) in 1918. As such the Strategic Plan of MSNS reflects many of CIM's values, principles and goals.

This draft is a major re-write of the 2001-2002 MSNS Strategic Plan and is for the consideration of the MSNS Council to adopt for the period 2008-2010.

Vision

"To be a leader in networking, knowledge sharing and professional development in the mineral industries".

Core Purpose

The core purpose of MSNS is to serve the mining, minerals and materials industries and professionals in Nova Scotia and Atlantic Canada. We will achieve this by:

- Being the preferred source of knowledge and best practices
- Facilitating learning and continuous professional development
- Facilitating and encouraging collaboration among all constituents
- Providing leadership in the development and use of industry standards
- Promoting the interests and value of our industries to society
- Recognizing excellence and outstanding achievements
- Providing networking opportunities
- Providing structure and opportunities for social interaction as a means to effect fellowship and bonding
- Providing representation to Government on behalf of industry on issues that affect the industries

Core Values and Principles

MSNS and its members embrace and are guided by the following values and principles:

- We provide valued services and we are financially responsible
- We are a proud Nova Scotia-based organization.
- We are committed to competitiveness and improved performance of our industries
- We contribute to society by promoting safety and health
- We embrace visionary practices that embody the principles of sustainable development
- We support a knowledge-based culture through motivational and professional networking opportunities and education programs

- We leverage the technical and cultural diversity of our members through active engagement
- We foster a culture of achievement through awards in recognition of our members' contributions to industry and society
- We endorse professional and ethical behavior
- We succeed through mentoring, fellowship, loyalty, integrity, and innovation
- We recognize that the future of MSNS depends on attracting, developing, and retaining youth in our industries.

SWOT ANALYSIS	
<p style="text-align: center;">STRENGTHS</p> <ol style="list-style-type: none"> 1. Committed and broad base of membership support who value networking and the technical breadth of MSNS 2. Internal technical expertise and experience on key issues with strong desire for change 3. Established history and tradition as the first professional mining association in Canada 4. Recognized by Government agencies 5. Respected in our industries as demonstrated by ongoing sponsor support 6. Strong ties with CIM and other Industry Associations 7. Our culture and renowned hospitality. 	<p style="text-align: center;">WEAKNESSES</p> <ol style="list-style-type: none"> 1. Competition for members who in turn have greater expectations and demands 2. Declining industry base reflected in declining membership 3. Inadequate communication (internal & external) 4. Low public image 5. Pro-activity needs enhancement
<p style="text-align: center;">OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Build on established the history, tradition and framework of technical meetings 2. Better use of member resources 3. Better use of media resources 4. Improve utilization of web page 5. Strengthen links with other organizations 6. Further develop links with educators 7. Strengthen linkages with First Nations communities 	<p style="text-align: center;">THREATS</p> <ol style="list-style-type: none"> 1. Shrinking industry base, demographic shift means diminishing membership and support 2. Rising cost of membership & participation in activities 3. Increasing presence of public protest groups against mining activities 4. Negative media portrayal of mining 5. Excessive and uncertain regulatory requirements 6. Competition for sponsor resources

Strategic Goals

1) Fostering knowledge sharing and networking by:

- Positioning MSNS within the province as the organization of choice for presenting technical/ professional papers
- Identifying best practices across and establishing effective means to disseminate those within the Society.
- Creating and delivering leading-edge professional development and educational opportunities for our members.

Activities (by MSNS Committee)

1.1 Knowledge – Technical Committee

- Build on well established meeting structure of :

- 2-day AGM in June and
- Rotation of the MSNS AGM throughout the Province
- 1-day Fall meeting with NSDNR / MANS in November in Halifax

1.2 Fellowship – Social/Entertainment Committee

- Consolidate social activities at MSNS meetings (dinners, dances, golf)
- Re-visit former successful social activities (dances, bonspiels, etc)

1.3 Knowledge – Education Committee

- Work with CIM, Engineers Nova Scotia and the Association of Professional Geoscientists of Nova Scotia to gain recognition and certification for professional development hours for attending technical meetings
- Increase awareness of MSNS activities at universities and community colleges
- Continue outreach to Elementary and High Schools

2) **Creating value and expanding the membership by:**

- Knowing what members value and aligning our services accordingly
- Creating an inclusive culture by unifying and improving the membership structure
- Positioning MSNS as an organization of choice for new employees and entrants into our province's industries.

Activities

2.1 Better Value – Membership Committee

- Better communication proactive encourage use of webpage, current activities, chat room, technical forum, etc
- Keep costs down, keep prices down, increase sponsorship

2.2 Fellowship – Membership Committee

- Consolidate membership list, pursue former members
- Target under 30 yrs of age – start a 'young MSNS' group with new activities
- Expansion
 - Promotion of benefits of membership to Universities, Community Colleges and High Schools and within industrial companies
 - Attracting under-represented groups into MSNS

2.3 Recognition – Awards Committee

- Ensuring nomination of members for MSNS & CIM awards
- Create suitable new awards

2.4 Communication – Website Committee

- Networking & Image: continue to develop our webpage and its use
- Public submissions on matters relevant to MSNS

3) Building a sound foundation for the future by:

- Adopting the requisite governance structure to ensure compliance with regulatory requirements and to maximize the effectiveness of the Society.
- Aligning the goals and budgets with CIM (as a CIM constituent); reporting the annual financial results and key activities to CIM.
- Managing the CIM/MSNS brand for maximum leverage.
- Pursuing appropriate linkages & alliances;

- Improve community relations and media communications
- Developing environmental awareness in MSNS activities

Activities

3.1 Organizational Structure & Performance – MSNS Council/Planning Committee

- Effective Council, Committees & Branches
- Effective Strategic Plan

3.2 Business-like operation – Finance Committee

- Professional management of funds, finances, accounts and audits.
- Effective fundraising from recruitment and communication with sponsors

3.3 Strengthen ties with CIM – MSNS Council

- MSNS President to attend CIM Council meetings
- MSNS members to participate in CIM committees
- CIM President/Exec Dir to attend MSNS meetings
- MSNS to comply with CIM admin requirements
- MSNS to manage CIM brand and create an MSNS brand

3.4 Pursue Alliances/Linkages – MSNS Council

- Strengthen ties with operators and other industry members
- Expand cooperation with MANS:
 - Designates to attend each others council meetings,
 - Encourage members to support each others' activities.
- Collaborating with other industry associations in promoting the contributions our industries make to society

3.5 Strengthen Government relations – MSNS Council

- Regular briefing/information meetings with Ministers
- Reestablish the practice of having the NSDNR DM as MSNS council members
- Participate on regulatory review committees, advisory groups, etc
- Written submissions to government inquiries and stakeholder consultations

3.6 Improve Media Relations – PR Committee

- Ensure media coverage of MSNS activities
- Provide proactive support of industry on key issues to media (eg letters to editor, interviews with media)
- Target educating media (eg build on MSNS history tradition and role) and protest groups.



Strategic Plan Organizational Structure 2008-2013

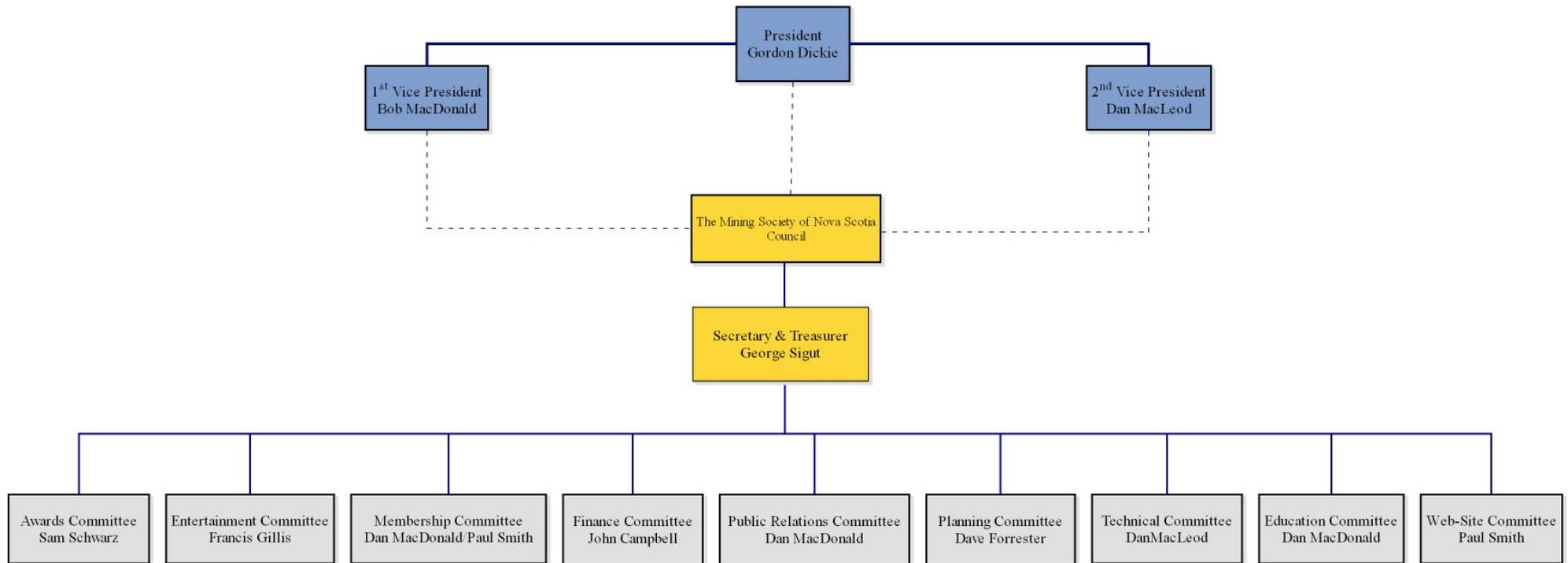


Figure 1 - Strategic Plan Organizational Structure 2008-2010

DJF-JAA September 24, 2008.