



CILT Mission Statement

The Chartered Institute of Logistics and Transport’s vision is to be recognized globally as the first choice professional body for Supply Chain, Logistics and Transport. Enabling growth within the profession, professional development, reputation and membership.

Strategy	Objectives	Resp	Timing
Introduce and expand the CILT brand to professionals (Transport, Logistics and Supply Chain) in Canada	- Manage and update the CILT Website	President	1st-4th Q 2017
	- Continue the distribution of our new weekly and quarterly news letter to all of our members		
Develop and implement CILT Chapters in geographic areas where markets are strongest	- Develop CILT in Canada using the British Columbia model to assist growth of Toronto and the Atlantic Region	President	1st-4th Q 2017
Grow CILT Membership to 500 Members in 2017	- Initiate a national Membership Campaign aimed at increasing our membership nationally	Membership Committee	1st-2nd Q 2017
	- Report on Membership monthly - By Chapter	Chapters	1st - 4th Q 2017
	- Follow-up with non-members attending national events e.g. Outlook to recruit as members, while requesting Chapters follow-up to recruit non-members attending their events. Chapters responsible for membership campaign using marketing materials	Membership Committee and chapters	1st-4th Q 2017
	- Approach senior/strategic level professionals in transport sector to become accredited based on experience, education	Membership Committee	1st-2nd Q 2017
	- Capitalize on CILT events to retain and attract new members, publicize results for brand recognition and growth of membership	President Chapters	1st-4th Q 2017
	- Develop and launch a student and young member recruitment drive at all modes of transport, government, carriers, service providers, law firms, etc. Report on monthly by Chapter re membership	Membership Committee and Chapters	1st-4th Q 2017
	- Each Board Member to reach out to 3 - 5 potential Members	Board Members	1st-4th Q 2017
Position CILT as a leader in transportation and logistics policy and research	- Develop a transportation and logistics policy and research plan for 2016	Research and Policy SubCommittee	1st Q 2017
	- Prepare policy papers and convene workshops and/or a conference focusing on current and proposed national transportation policy issues	Research and Policy SubCommittee	1st-4th Q 2017
Education/Accreditation of Universities/Colleges	- Continue working with Universities/Colleges for course creation and/or accreditation that are in harmony with the CILT	President Education Chair	1st-4th Q 2017