

ARMY CADET LEAGUE OF CANADA

Strategic Plan 2009-2011



OBJECTIVE 1

To Grow Army Cadet Enrollment

- Encourage Canadian youth between the ages of 12 and 19 to seek membership in The Royal Canadian Army Cadets
- Encourage communities with a cadet corps to support their cadet corps
- Encourage communities without a cadet corps to support the formation of an Army cadet Corps

ACTION ACROSS CANADA

1. Objective 1 is the prime challenge facing the ACM.
2. By 2010, stabilize at the current cadet strength 18,500 [May 2009].
3. By June 2011, increase strength by 5% to 19,500.
4. Retain more senior cadets.
5. Garner local support.
6. Seek out opportunities to establish new cadet corps.
7. Implement plans in coordination with the DCdts national Marketing Plan.

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OBJECTIVE 2

Attract new Cadet Instructors, Volunteers and League Members

- Support local communities in attracting quality individuals to work with Army Cadets
- Develop and implement a Volunteer Training model
- Aggressively increase League Membership across Canada

ACTION ACROSS CANADA

1. Determine the needs of the organization with regards to adult membership, including cadet parents and guardians.
2. Determine the types of qualities desirable in a potential CIC officer, Civilian Instructor, Volunteer and League Member. Identify where these individuals may be contacted and approached.
3. Develop and implement an adult attraction program that will be ongoing and highlight the positive aspects of membership.
4. Coordinate activities with the DCdts national Marketing Plan.