



Looking back, moving forward— The CBIC strategic plan



BY KATHY MCGHIE,
RN, BSCN, CIC
2015 CBIC PRESIDENT

THE FOCUS OF my columns this year has been on change. I provided updates on the new content outline that forms the basic structure for the certification examination and on changes to the eligibility requirements that better reflect our changing profession and practice settings. These changes have been aligned with key goal areas in the Certification Board of Infection Control and Epidemiology (CBIC) strategic plan.

In 2011, the CBIC Board of Directors initiated a strategic planning process to reassess our mission and identify a strategic direction with the goal of having a complete three-year plan by the beginning of 2012. This plan is available on our website for your review and will continue to guide us through to the end of 2015. To access the plan, visit www.cbic.org/about-cbic/cbic-2012-2015-strategic-plan.


The key goal areas identified were:

1. Certification, recertification, testing, and research
2. Partner and regulatory relationships
3. Marketing, communications, and publications
4. Recruitment, retention, and community
5. Governance and management

Other changes resulting from this plan have been improved communication to candidates and certificants through more consistent messaging and a growing social media presence. To assist us with this goal, we've added a full-time marketing coordinator to our staff. Over the past three years, the senior staff and leadership of CBIC, APIC, and Infection Prevention and Control (IPAC) Canada have held an Organizational Summit on Certification where we meet to discuss issues pertaining to certification and how we can work together to establish value and further promote the credential. We've improved our Candidate Handbook, developed certification preparation workshops, and identified consistent and meaningful ways to recognize our certificants, such as co-hosting with APIC the CIC® reception at APIC annual conferences, sharing CIC® profiles from *Prevention Strategist* on our website, and celebrating successes by posting the names of new and recertified certificants.

By far, the biggest change has been our decision to partner with a new testing company, resulting in a complete revamp of our certification examination development process and test delivery platform. We've expanded opportunities to participate in the certification process through the identification and use of non-board member subject matter experts in the test development process, and through participation on marketing and certification workshop subcommittees. Internally, we've focused on building a strong board of directors that is representative, inclusive, and engaged. Board development, succession planning, and self-assessment have become regular components of our work.

This fall, CBIC will once again embark on a new strategic planning process that will guide us forward over the next few years. This process relies on input from you. Please consider participating if you are contacted by phone or by email. The strategic planning process is critical to our continued growth as it enables us to determine where we're going, how we're going to get there, and to know over time whether we've been successful.

This is an exciting time in CBIC's history, and I'm very proud of what we've accomplished in four short years. I look forward to imagining the future and continuing the journey. 

**“The farther
backward you
can look, the
farther forward
you can see.”**

— *Winston Churchill*