* Maintain/reinforce
* Develop standard welcome process in conjunction with appropricate partners (e.g., HRSB).
* Solicit new membership in various ways (i.e., info booths).
* Promote and support YMAGIN engagement activities at the national (student series and annual conference), NCR (EX Auction), branch and regional levels.
* Develop learning plans for YMAGIN coordinators to increase their engagement and learning opportunities (e.g., DM Job Shadowing program).

Strengthen long-term employee engagement in YMAGIN across ESDC Portfolio.

**What we wish to accomplish (3 - 5 years)**

**Strengthen Membership Engagement**

**Advance Partnerships for Public Service Excellence**

**Effectively Communicate   
YMAGIN Identity**

**Year 2**

(April 2016 – March 2017)

**Year 3-5**

(April 2017 – March 2018)

**Year 1**

(April 2015 – March 2016)

* Enhance the use of existing and new technology/social media.
* Streamline/enhance YMAGIN’s branding.
* Strengthen governance, communication and succession planning to ensure consistency.
* Leverage existing tools, resources, information and best practices through partnerships.

Effectively communicate YMAGIN as a valuable professional development network.

Strengthen partnerships with internal and external stakeholders

* Foster collaboration between YMAGIN-NCR, branches and regions.
* Enhance collaboration with other stakeholders, Communities of Practice (CoPs) and networks, with a focus on transformation and innovation.
* Increase YMAGIN’s visibility and corporate influence.

**How will we get there?**

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* Support new and existing membership integration by solidifying YMAGIN’s employee orientation process.
* Offer compelling and diversified networking, learning and engagement opportunities that serve our various audiences.
* Position YMAGIN as a valuable resource for the development of transferable skills.
* Strengthen management support.

**Youth Mandate for Greater Involvement (YMAGIN) Network – National Strategic Plan**

* Focus: Communication and Promotion.
* Implement the plan and conduct a mid-year review to gauge progress and identify issues.
* At the conclusion of Year 1, report on progress, issues and next steps, and realign commitments for the upcoming years.

**DRAFT – March 24 2015**

* Maintain/reinforce
* Develop Succession planning best practices and strategy.
* Develop a monthly calendar of events email for members. across the department.
* Develop quarterly reporting mechanism for all YMAGIN.
* Strengthen YMAGIN’s presence on GCpedia.
* Develop a communications plan (including a focus on social media), operations plan, and KPIs.
* Finalize YMAGIN structure/breakdown, including roles and responsibilities.
* Develop common look and feel and brand for products, online presence and activities.
* Strengthen networks outside of ESDC.
* Maintain and strengthen network within ESDC, with a specific focus on ensuring partnerships foster public service excellence.
* Establish Blueprint 2020 working group.
* Track internal and external horizontal groups, committees, and tiger teams; solicit collaboration with networks of interest.
* Host joint activity(ies) with the Executive Committee Network (ECN).
* Solidify partnership with the Government of Canada’s Workplace Charitable Campaign (GCWCC).
* Focus: Innovation
* Focus: Events and Sustainability.

**Developing and implementing the National YMAGIN**

**Strategic Plan**