

**Vision**

A united community bridging cutting edge research with world-class cancer care.

**Mission**

To establish Windsor-Essex as an international hub of cancer research excellence.

**Core Values**

<b>Innovation</b>	<b>Collaboration</b>	<b>Passion</b>	<b>Commitment</b>
<i>We discover new ideas and provide answers to advance cancer detection, diagnosis, treatment and care</i>	<i>We value sharing research ideas and working in association with our research and clinical partners on both sides of the border</i>	<i>We are motivated to improve patient outcomes by fostering and advancing cancer research</i>	<i>We are committed to improving cancer treatment and care through innovative research and cross-border collaboration.</i>

**5 Year Strategic Priorities**

A. Research Development	B. Member Engagement – Communication and Participation	C. Development of Partnerships – Building Collaborative Research Networks	D. Governance/ Organization of WCRG	E. Community Engagement and Education
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**Goals and Outcomes**

<ol style="list-style-type: none"> <li>1. Assist WCRG members and their partners when accessing and applying for sources of funding in cancer research</li> <li>2. Establish and maintain a working cross-border cancer research office</li> <li>3. Seamless navigation through research and treatment programs – allows researchers and clinicians to focus on their specialty areas rather than the ancillary processes that are necessary to facilitate their work</li> </ol>	<ol style="list-style-type: none"> <li>1. Recruitment of new members</li> <li>2. Informed membership, updated through regular communication (e.g. monthly newsletters)</li> <li>3. Reinforcement of the “value proposition” for members</li> <li>4. Development of professional education sessions, seminars and conferences that focus on cancer research and innovative treatments designed to improve patient outcomes</li> </ol>	<ol style="list-style-type: none"> <li>1. Establish network of research partners on both sides of the border</li> <li>2. Shared research information and materials between partners</li> <li>3. Demonstrate a track record of the benefits of collaboration and the need for WCRG within the community.</li> <li>4. Develop and foster collaborations with potential private sector partners interested in commercialization of innovations and/or products derived from translational health research projects on both sides of the Canada/U.S. border</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop a permanent infrastructure for WCRG, including a permanent legal form governed by a Board of Directors</li> <li>2. Form working committees in key operational areas</li> <li>3. Establish terms of reference for the Board of Directors, Advisory Board and all committees</li> <li>4. Review, update and modify the strategic plan at regular intervals to ensure that we continue to meet the changing needs of our members as well as to ensure that the plan reflects the mission, vision and values of WCRG</li> </ol>	<ol style="list-style-type: none"> <li>1. Establish a presence in Windsor-Essex and surrounding areas (i.e., Detroit, MI, London, ON, etc)</li> <li>2. Public awareness of the purpose and work of WCRG – contributing to patient empowerment and awareness</li> <li>3. Contribute to preparation of future health care leaders and professionals</li> <li>4. Foster continued professional development for current and future health care professionals to foster recruitment and retention</li> <li>5. Reinforce business value within the community that promotes economic diversity</li> </ol>
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