

**WE-SPARK HEALTH Institute
Strategic Plan at a Glance**

| | |
|---------------------------------|--|
| Our Mission | Enhance the health, well-being and care of people through transformative research and knowledge translation. |
| Our Vision | A thriving and engaged research community driving advancements in health. |
| Our Values | <p>Accountability We are committed to upholding responsible research in alignment with ethical practices and responsive to the needs of our stakeholders.</p> <p>Excellence We are dedicated to achieving world-class outcomes in all that we do.</p> <p>Sustainability We are committed to working together to ensure our long-term success.</p> <p>Collaboration We are a diverse and inclusive team committed to engaging the community and applying multi-disciplinary approaches to achieve our goals.</p> <p>Innovation We foster a culture of inquiry; champion and drive change, and seek creative solutions in all that we do.</p> |
| Our Strategic Priorities | <p>Research Excellence Create a dynamic research environment that enables, supports and promotes excellence.</p> <p>Knowledge Transfer Translate and transfer research information to inspire and drive change.</p> <p>Building Capacity Secure the resources that WE-SPARK needs to achieve its mission.</p> <p>Identity and Community Engagement Enhance understanding and build trust with the community.</p> <p>Organizational Effectiveness Build an effective and efficient organization.</p> |

Strategic Priorities, Goals & High-Level Objectives

| Priorities | Goals | High-Level Objectives |
|-----------------------------------|---|--|
| Research Excellence | Create a dynamic research environment that enables, supports and promotes excellence. | Identify areas of research strengths and create an inventory of research needs. |
| | | Establish unified (integrated) health research processes for all partners. |
| | | Develop and implement strategies to maximize grant success. |
| | | Create professional development opportunities for health researchers to attract and retain professionals from all disciplines. |
| | | Establish an outcome based evaluation framework to measure and track success. |
| Knowledge Transfer | Translate and transfer research information to inspire and drive change. | Develop and implement a knowledge transfer and exchange (KTE) approach and framework. |
| | | Establish a mechanism for knowledge users to be engaged in the KTE process. |
| | | Establish an evaluation framework to measure and track success of KTE activities. |
| Building Capacity | Secure the resources that WE-SPARK needs to achieve its mission. | Take stock of the current health research landscape and identify resource needs. |
| | | Develop and implement a plan to acquire, maintain and optimize health research equipment. |
| | | Establish a strategy to increase the critical mass of health researchers around research needs. |
| | | Create a fundraising plan to support the work on the institute. |
| | | Develop and implement a capital plan to ensure modern and efficient research facilities. |
| Identity and Community Engagement | Enhance understanding and build trust with the community. | Establish a comprehensive branding and marketing strategy. |
| | | Develop and implement a communication plan aimed at increasing awareness, understanding and trust. |
| | | Develop and implement a community outreach/engagement plan to support the work of WE-SPARK. |
| | | Establish an evaluation framework to measure the success of branding, communication and engagement activities. |
| Organizational Effectiveness | Build an effective and efficient organization. | Establish a governance structure, policies and processes. |
| | | Establish an operational structure, policies, procedures and systems. |
| | | Develop and implement the required reporting and tracking mechanisms. |