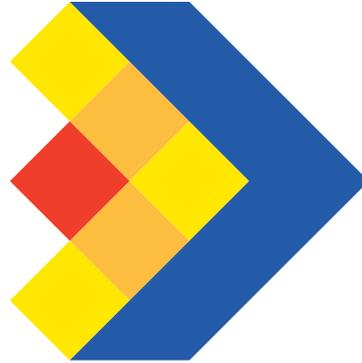


# STRATEGIC PLAN

2014 - 2017

**digital**  
nova scotia



**LEADING DIGITAL INDUSTRY**

<b>Table of Contents</b>	<b>Page</b>
Message from the Chair	3
Executive Summary	4
Mission, Vision and Values	5
Strategic Areas of Focus	6
Goals and Objectives	7

## Message from the Chair

Dear members and industry stakeholders,



The Digital Economy is a key element of Nova Scotia's future. The ICT sector represents a globalizing force that Nova Scotia businesses must harness, contribute to, and thrive within. Digital Nova Scotia's goal is to ensure that Nova Scotia entrepreneurs, companies, and communities are able to grow and thrive in this environment.

Through advocacy, promotion, collaboration and capacity building, Digital Nova Scotia's role is to foster an environment where our ICT sector is thinking globally, innovating constantly, and seizing opportunities across sectors and industries both globally and at home.

The Digital Nova Scotia Strategic Plan encompasses the guiding principles that will determine how we will focus the energy and enthusiasm of our members and the ICT community as a whole over the next three years. Digital Nova Scotia strives to bring together industry, government, and the educational sector in support of our goal.

I encourage all Digital Nova Scotia members and all those involved in the Digital Economy in Nova Scotia to support these goals and work with us through our many projects and programs in order to foster the growth necessary to power our future.

A handwritten signature in blue ink, appearing to read 'B-MacDougall'.

Bruce MacDougall

Chair, Digital Nova Scotia

On July 15<sup>th</sup>, 2014, Digital Nova Scotia (DNS) hosted a facilitated strategic planning session with its Board Directors to finalize a strategic plan. The aim of this document is to provide an outline of DNS' strategic direction between 2014 and 2017, highlighting our areas of focus, which drives our projects and programs.

Under the leadership of Ulrike Bahr-Gedalia, President and CEO, DNS has experienced unprecedented growth and resurgence in our organizational credibility. To ensure DNS is able to maintain its momentum, while providing high-level, high-quality programs, the Strategic Plan will assist in confirming how we can best align our mandate to various initiatives related to our sector. It will also enable us to ensure we have the appropriate capacity to execute all programs and projects we agree to lead.

Our Strategic Plan includes our Mission and Vision Statements, an overview of our Values as an organization, and outlines our major areas of focus: advocacy, promotion, collaboration, and capacity. Under each area of focus we have included our main objectives, which highlight the results we aim to achieve as Nova Scotia's industry association for its digital technologies sector.

Questions regarding DNS' Strategic Plan can be sent via email to [info@digitalnovascotia.com](mailto:info@digitalnovascotia.com).

## MISSION STATEMENT

To foster the growth of the digital economy\* in Nova Scotia

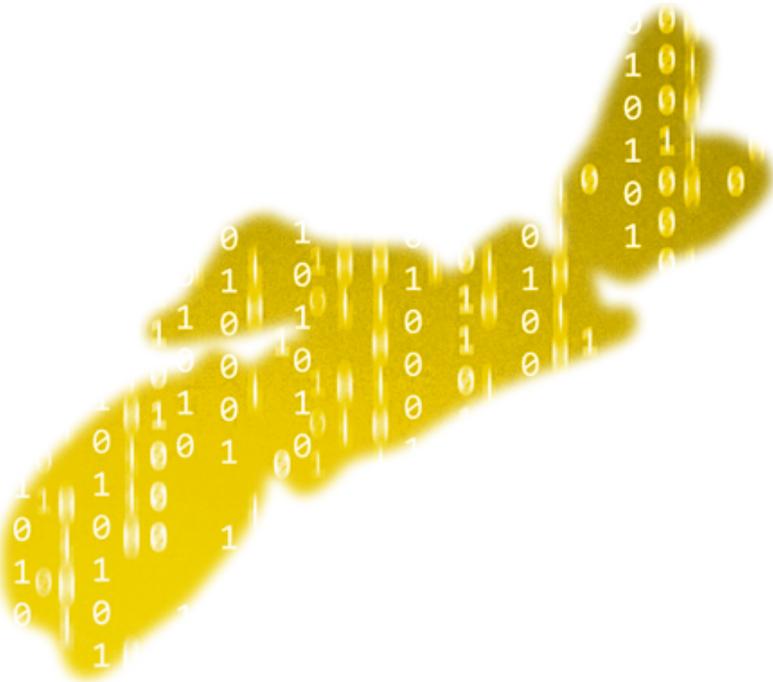
## VISION STATEMENT

A digital economy where Nova Scotian entrepreneurs, companies, and communities thrive globally

*\* To ensure a common definition of “digital economy” is clear, this reference adheres to a “digital economy” as an economy that is based on digital technologies and spin-offs (including companies leveraging digital technologies – i.e. – med-tech, agri-tech, etc.).*

## VALUES

- ✓ **Global Thinking**
- ✓ **Diversity at Every Level**
- ✓ **Sustainable Business Growth**
- ✓ **Innovation and Entrepreneurship**
- ✓ **Community Engagement and Collaboration**
- ✓ **Learning and Development**



## STRATEGIC AREAS OF FOCUS

### ADVOCACY

Lead discussion and inform public policy to enhance the economic environment for stakeholders

### PROMOTION

Create recognition of the impact of the digital economy in Nova Scotia

### COLLABORATION

Encourage and facilitate industry cooperation and partnerships

### CAPACITY

Support industry in addressing current and future workforce needs through education and capacity building



## ADVOCACY

**Goal:** lead discussion and inform public policy to enhance the economic environment for stakeholders

**Objective #1:** positively influence public policy and empower action throughout Nova Scotia

**Objective #2:** provide an effective and authoritative voice for the digital economy

**Objective #3:** encourage and facilitate investment in the digital economy

## PROMOTION

**Goal:** create recognition of the impact of the digital economy in Nova Scotia

**Objective #1:** communicate membership value

**Objective #2:** promote digital career options

**Objective #3:** publicize and promote the unique attributes of the digital economy in Nova Scotia



## COLLABORATION

**Goal:** encourage and facilitate industry cooperation and partnerships

**Objective #1:** create and provide opportunities for members to connect and interact

**Objective #2:** foster relationships between DNS and related organizations

**Objective #3:** foster an environment of innovation

## CAPACITY

**Goal:** support industry in addressing current and future workforce needs through education and capacity building

**Objective #1:** assist in stimulating workforce growth and availability

**Objective #2:** assess capacity and development needs of the NS digital industry

**Objective #3:** influence school curricula to increase availability of a skilled workforce

**Objective #4:** develop and promote opportunities to acquire relevant professional experience

**Objective #5:** facilitate skill development through training programs



*"With its breadth of career opportunities, growth potential, and wealth creation, the multi-sectoral facets of the ICT sector confirm that every career today requires ICT skills, all organizations need a digital strategy, and each business is truly a digital business."*

A handwritten signature in black ink, appearing to be 'Ulrike Bahr-Gedalia', written in a cursive style.

Ulrike Bahr-Gedalia, President & CEO – Digital Nova Scotia