

COSMETOLOGY ASSOCIATION OF NEW BRUNSWICK (CANB) 3-YEAR STRATEGIC PLAN 2025-2028



Introduction

This 3-year strategic plan is grounded in the voices of our members, stakeholders, and industry partners. It outlines clear priorities for the Cosmetology Association of New Brunswick to guide toward a more resilient, modern, and member-focused future.

Association Vision, Mission, and Values

CANB Vision: A trusted leader in a safe, skilled, and licensed beauty industry.

CANB Mission: CANB licenses and regulates cosmetology professionals across New Brunswick by setting standards, supporting education, and enforcing accountability to protect the public and strengthen the industry.

CANB Values:

1. Professional Excellence - We support high standards through strong education, licensing, and ongoing learning for every professional.

2. Respect - We treat every member and client with fairness and value the diversity of our cosmetology community.

3. Leadership - We lead by example, support future leaders, and speak up for the profession when it matters.

4. Transparency - We communicate clearly, share decisions openly, and keep our processes easy to understand.

5. Integrity - We lead with ethics, fairness, and accountability, building trust as the foundation of a credible regulatory body.

Strategic Priorities

1. Strengthen the Education-to-Licensing Pipeline

Vision: CANB will ensure that cosmetology schools deliver high-quality, standardized education that prepares students to meet provincial licensing criteria. We will regulate curricula, improve exam processes, and monitor outcomes to build a skilled and ready workforce.

2. Support Ongoing Professional Development and Lifelong Learning

Vision: CANB will make continuous learning accessible, relevant, and valued in our profession, helping members stay competitive, innovative, and inspired.

3. Enhance Public Awareness and Advocacy for the Profession **Vision:** CANB will

elevate the public's understanding of the importance of licensing and the professionalism of our industry, protecting members from unfair competition and increasing trust in licensed providers.

4. Improve Compliance and Control of Unlicensed Activity

Vision: CANB will work to protect the public and support professionals by ensuring that only qualified, licensed individuals practice cosmetology in New Brunswick.

Operational priorities:

- Implement a robust association management system to better manage member data and preferences.
- Review and update bylaws and internal policies to reflect current needs and best practices.
- Streamline salon and school inspection procedures for greater efficiency and consistency.
- Improve communication practices to support accessible, transparent, and timely information sharing.