

PLANNING INSTITUTE OF BRITISH COLUMBIA



PIBC COUNCIL

2007-2009 STRATEGIC PLAN

EXECUTIVE SUMMARY

July 2007

INTRODUCTION

As has been the practice of a newly-elected PIBC Council, the most recent version took steps to develop a plan to guide its actions over the next two years of the term. Council met for an Orientation Weekend on July 12-15 where new members on Council were provided with background information as to their roles and obligations while sitting as Council members.

They then looked backwards to see where the organization has been coming from, and what its previous priorities and actions had been. An overview of the previous work was presented by Past President Finlay Sinclair.

Following some introductory discussions, which included preparation of a listing of desired outcomes and expectations, the Council went through an exercise to identify its Shared Values. These will be used to guide the Council and Staff as they continue to work on leading PIBC in meeting its mandate and mission.

The next step involved a round table listing of Internal and External Factors which will have an influence on the Institute and the Profession over the next few years. A wide range of items were identified, and Council bore those in mind as they turned their sights forward and began the process of looking forward and to talk about the kinds of items that would be attracting the attention of PIBC.

This exercise identified some 53 issues and opportunities facing the organization, which were subsequently ranked in priority by the participants. Following the prioritization of the issues, groupings of items into common themes was undertaken. Finally a specific analysis of the issue itself, what a successful outcome would look like, who should best be assigned to lead work on the matter, what financial or other resources would be needed, and finally a target date for completion of the actions was identified.

Taken all together, this represents the Strategic Planning Exercise Council Members went through. At the end they have adopted the following Plan to guide their actions over the next two years.

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SHARED VALUES

Research has shown groups and governing bodies that take the time to talk about how they want to operate, are more successful than those that don't. Working with a common understanding and acceptance of group norms, it is more likely that the participants will focus on the task at hand rather than the journey to get there.

Council and staff members have identified the following values as those which they would like to guide their actions and activities:

- Responsive
- Accountable
- Passionate
- Sustainable
- Relevant
- Professional
- Sympathetic
- Pro-Active
- With Integrity

UPDATED INFLUENCE ANALYSIS

During the early discussions, Council members also took the time to undertake an environmental scan, and looked around them to update the factors which will or are having an influence on PIBC (External & Internal factors).

ISSUES AND OPPORTUNITIES

During the ranking process, a total of 53 issues and opportunities were identified, reviewed and then prioritized by the participants. Each item was ranked by a collective voting process by all participants, and covered a wide range of areas.

A number of these priority items were then combined as they were judged to be closely related or in some cases, even the same item under a slightly different name. As a result of that exercise three major theme areas became evident. Together they garnered the vast majority of the votes. The top ranked items include:

- Communications,
- Outreach to Membership,
- University Students & Education,
- Professionalism,
- Continuing Professional Development, and
- Operational Matters.

ACTION PLANS

Specific issues associated with each of these theme areas were reviewed. The outcome was a series of action items designed to achieve the goals for each of the areas.

A/ COMMUNICATIONS

1/ INTERNAL

#	TASK	WHO	WHEN	\$
1	Promote conversion of Provisional members to Full Membership	Membership Committee	Aug '08	
2	Recognize Full Membership Status for new Members at Conferences	Conference Organizing Committee	May '08	
3	Promote Recognition of long-term Membership by sending a Thank You note to all Members based on 5 years increments	PIBC Office/President	Nov '07	
4	Recognize long-term Membership status at Conferences (award, pin...)	PIBC Office/Conf Committee	Feb '08	
5	Include Issues Identification for next Strategic Plan in Membership Survey	PIBC Office	Mar '09	

2/ EXTERNAL

#	TASK	WHO	WHEN	\$
1a	Prepare RFP for Media & Public Relations firm retainer contract	Communications / President-Elect	Nov '07	
1b	Contract Media & Public Relations firm for media/PR retainer	Communications / President-Elect	Jan '08	\$30,000
2a	Prepare RFP for Branding communications project contract	Communications Chair	Nov '07	
2b	Contract Branding communications firm for Branding project	Communications Chair	Jan '08	\$TBD
3	Promote Sustainability through PIBC Public Relations Program	PIBC Office	Jul '08	\$TBD
4	Distribute Promotional Material to organizations and agencies	President	Jan '09	
5	Attend Special Events to promote PIBC	President	June '08	

6	Develop Plan & Strategy to Promote Public Discussion of Key Planning policy issues	President	Jun '08	
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B/ OUTREACH TO MEMBERSHIP

#	TASK	WHO	WHEN	\$
1	Encourage Employers to promote membership, benefits of CPD	Professional Practice Review Chair	Oct '08	
2	Prepare list of all Planning Employers across the Institute's area	PIBC Office	Nov '07	
3	Improve Connection to UBCM	President	Feb '08	
4	Compile List of all Volunteers on an annual basis	PIBC Office	Oct '07	
5	Recognize Volunteers at Conferences and by way of letter from President	PIBC Office/President	Mar '08	
6	Use CPD Learning Units and Financial Stipends to secure additional volunteer support	Communications Chair	Oct '07	
7	Distribute 'Planning on the Ground' information packages to Elected Officials (UBCM)	President	Dec '08	
8	Adopt 2007-09 Strategic Plan	President	Sep '07	
9	Appoint a Strategic Plan Champion to promote implementation	Past President	Sep '07	
10	Publicize and Inform Members of Strategic Plan Actions	PIBC Office	Oct '07	
11	Adjust Council Agendas to focus on Strategic Plan Actions	President/ PIBC Office	Oct '07	

C/ UNIVERSITY STUDENTS & EDUCATION

#	TASK	WHO	WHEN	\$
1	Listing of Provisional Membership Benefits to inform students	PIBC Office	Sept '07	
2	Send Application Packages to Graduating Students	PIBC Office	Feb '08	
3	Develop Strategy to encourage graduating students to apply for Provisional membership	Student Representatives	Feb '08	
4	Improve 'Planning on the Ground' information package	President, President-Elect, Secretary-Treasurer	Dec '07	

5	Increase Students Understanding of Planning & PIBC by distributing information packages	PIBC Office	Feb '08	
6	Improve operations of Scholarship Programs	Awards Committee/ PIBC Office	Jan '08	
7	Prepare Student Representatives for Council role with Orientation	PIBC Office	Nov '07	
8	Evaluate Performance/Benefits of PIBC Scholarship at UNBC	Education Committee Chair	Dec '07	
9	Investigate Opportunities to develop Scholarship Programs at SFU and UBC	Education Committee Chair	Nov '07	

D/ PROFESSIONALISM

#	TASK	WHO	WHEN	\$
1	Promote Code of Conduct and Benefits through Branding & Marketing Programs	PIBC Office	Feb '08	
2	Reinforce Professionalism and Code at UBCM	President	Mar '09	
3	Planning West to reinforce Code of Conduct through publications	Planning West Editor	On-going	
4	Improve Linkage between PIBC & Planning and First Nations Education	President-Elect	Mar '08	

E/ CONTINUING PROFESSIONAL DEVELOPMENT

#	TASK	WHO	WHEN	\$
1	Distribute Reminder Letters	PIBC Office	Jul '07	
2	Reinforce Bylaws by action on delinquents	Council	Sep '07	
3	Undertake Random Audits of Reporting	Education Committee Chair	Jan '08	
4	Inform / Remind Members of Reporting Requirements	Membership Chair	Mar '08	
5	Distribute 2007 Reminder letters to Members	PIBC Office	Oct '07/on-going	
6	Promote use of Chapters to deliver Training Units with funding	Past-President	Sep '07	\$TBD

7	Inform Members of Other Educational Opportunities through E-News	PIBC Office	On-going	
8	Compile Best Practices on Meeting CPD Obligations	Education Committee Chair	Feb '08	
9	Regular reports to Council on members not in compliance	PIBC Office	On-going	

F/ OPERATIONAL

#	TASK	WHO	WHEN	\$
1	Practice Sustainability in PIBC Operations	F. Mazzoni & K. Kazmierowski	Oct '07	\$TBD
2	Continue and extend Review of all policies and Procedures Manual to support Resilience	President/PIBC Office	Oct '07 and Mar '09	
3	Examine Options to improve delivery of programs like CPD Training	Education Committee Chair	Feb '08	
4	Develop Strategy to Reduce Numbers of Members in Arrears on Fees	Membership Chair	Oct '08	

IMPLEMENTATION

A key component of any planning activity is the stage where the plans are put into reality. Following adoption of the Strategic Plan, it is critical it be kept alive and that constant reminders of what Council is trying to achieve be brought forward regularly. To that end, Council has appointed the Past President as the Strategic Plan Champion. His role will be to ensure that all of the action items Council has committed to achieving, be considered on a regular basis, and that those responsible for making it happen do so.

The President and PIBC Office will adjust the Council Agenda so that the Action Items are addressed at every Council Meeting. Those with responsibilities to take the actions identified will be expected to report on progress, at every Council meeting. This step will ensure accountability and actions.

At the same time, there is a high degree of interest on the part of the membership to be kept aware of just what the Institute is doing with their resources, and how it is representing and promoting the interests of the organization. Regular reports through Planning West and the E-News will be distributed. Opportunities for feedback are available to every member through contact with Council and the Institute Offices.