

PIBC 2017 - 2019 STRATEGIC PLAN - SUMMARY		Updated: Jan. 2018			
SRA/Goal:	What? - Task Description:	Who (Lead)?:	When?:	Status:	Notes:
<b>1 - Enhance Member Value &amp; Engagement</b>					
<i>Goal 1.1 – Strengthen Ongoing Links Between PIBC Leadership &amp; Members</i>					
Task 1.1 (a)	Do a quarterly Board update e-News to members, highlighting key decisions & activities	Committee: Executive, Staff: Exec. Director / Cmns. & Marketing Spec.	By Dec. 2017 (ongoing)	Not yet started.	Working to implement as of first quarter of 2018.
Task 1.1 (b)	Have Board members attend & actively engage with members at the Annual Conference (including a Board session).	Committee: Executive, Staff: Prof. Learning & Events Coord.	By May 2018 (ongoing)	Not yet started.	Working with 2018 Conf. Cttee. & staff to make arrangements to facilitate as part of the program / set up at Victoria conference.
Task 1.1 (c)	Have Board members & Student Reps participate in one annual student outreach event at each accredited planning program.	Committee: Executive & Board, Staff: Mgr. of Memb. Programs & Serv.	By Sept. 2018 (ongoing)	Not yet started.	To be implemented in new academic year (Fall 2018)
Task 1.1 (d)	Expand Board member profiles & photos online as part of new PIBC website	Committee: Communications, Staff: Cmns. & Marketing Spec.	By May 2018	Started/Underway	RFP held. New web design firm engaged, now starting new website work. Will be included in new website - to launch late Spring 2018.
<i>Goal 1.2 – Further Strengthen &amp; Enhance Support for Student Members &amp; Academic Planners</i>					
Task 1.2 (a)	Revise student membership fees to enhance & support participation of Student members.	Committee: Executive & Board, Staff: Exec. Director	By Sept. 2018	Completed	Student fees revised as part of 2018 member fee schedule (PIBC student fees reduced to \$0).
Task 1.2 (b)	Enhance role & activity of Student Reps in liaising between PIBC & Student members	Committee: Student Liaison, Staff: Mgr. of Memb. Prog. & Serv.	By Jan. 2018 (ongoing)	Started	Student reps invited to all Board meetings. Getting Member Engagement Cttee. and Student Liaison Sub-Cttee. started.
Task 1.2 (c)	Develop & implement a semesterly (3 times per year) stand-alone Student member e-news / update to Student members	Committee: Student Liaison, Staff: Mgr. of Memb. Prog. & Serv. / Cmns. & Marketing Spec.	By Feb. 2018 (ongoing)	Not yet started.	Will commence first semester/quarter of 2018.
<i>Goal 1.3 – Support &amp; Strengthen Mentorship for and amongst Members</i>					
Task 1.3 (a)	Update online renewal to include question asking members to volunteer to Mentor either a Candidate and/or Student member	Committee: Member Engagement, Staff: Mgr. of Memb. Prog. & Serv. / Admin. Coord.	By Nov. 2017	Completed (ongoing)	PIBC Online membership system (AMS) updated to include check-box/opt-in screen during renewal asking all members for volunteer interest, including mentoring. Renewal report from 2018 renewals coming.
Task 1.3 (b)	Reach out to & coordinate with the PSB and other Provincial/Territorial Institutes on strategies to enhance & support mentorship	Committee: Member Engagement, Staff: Exec. Director/ Mgr. of Memb. Prog. & Serv.	By July 2018 (ongoing)	Not yet started.	Discussions to take place at Joint Administrators Group (staff) level and leadership levels (Planning Alliance Forum) etc.
<i>Goal 1.4 – Clearly Communicate &amp; Articulate Member Value &amp; Benefits to Members</i>					
Task 1.4 (a)	Incorporate new & updated features & content in new PIBC website to better facilitate member knowledge of benefits and to enhance member engagement	Committee: Communications, Staff: Cmns. & Marketing Spec.	By May 2018	Started/Underway	RFP held. New web design firm engaged, now starting new website work. Will be included in new website - to launch late Spring 2018.
<b>2 - Lead Strategic Advancement of the Planning Profession</b>					
<i>Goal 2.1 – Establish &amp; build upon strategic relationships with key Government officials</i>					
Task 2.1 (a)	Invite key public officials to attend / participate in PIBC annual conferences	Committee: Annual Conference, Staff: Prof. Learning & Events Coord.	By Jan. 2018 (ongoing)	Started	Working with 2018 Confer. Cttee. List of provincial dignitaries/leaders identified to be invited. E.g. Minister to be invited to speak.

Task 2.1 (b)	Continue convening at least one meeting with key government officials each year	Committee: Policy & Public Affairs / Executive, Staff: Exec. Director	By April 2018 (ongoing)	Not yet started.	To be coordinated in first half of 2018 with new government/ministry etc.
Task 2.1 (c)	Have World Town Planning Day formally recognized by BC and Yukon governments each year	Committee: Executive, Staff: Mgr. of Memb. Prog. & Serv.	By Aug. 2018 (ongoing)	Completed (ongoing)	2017 World Town Planning Day formally proclaimed by Province of BC, and acknowledged at Ministerial level by Government of Yukon. Will continue for future years for WTPD.
<b>Goal 2.2 – Build &amp; Enhance Strategic Relationships with Allied Professional Organizations</b>					
Task 2.2 (a)	Reach out & invite allied professional organizations to partner / contribute to PIBC CPL programming	Committee: CPL, Staff: Prof. Learning & Events Coord.	By Nov. 2018 (ongoing)	Not yet started.	To be undertaken in second half of 2018.
Task 2.2 (b)	Invite and hold meetings with leadership of key allied professional organizations	Committee: Executive, Staff: Exec. Director	By Oct. 2018 (ongoing)	Started	To be undertaken in second half of 2018. Early discussion with AIBC leadership.
<b>Goal 2.3 – Raise the Profile of PIBC and the Planning Profession with Members &amp; Key Stakeholders</b>					
Task 2.3 (a)	Develop organizational framework for special practice area groups with PIBC (similar to Chapters)	Committee: Executive / Board, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Mar. 2018	Started	Existing endorsement of concept in principle from Board. Staff undertaking research of models (e.g. APA Divisions); looking to pilot 2-3 and launch at same time as new website.
Task 2.3 (b)	Have Board members attend and participate in at least one local Chapter event (covering all PIBC Chapters each year)	Committee: Executive / Board, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Dec. 2018 (ongoing)	Not yet started.	To be undertaken beginning in and through 2018.
Task 2.3 (c)	Develop a communications & outreach tool for employers of planners to help build awareness & PIBC and RPP brands	Committee: Communications, Staff: Cmns. & Marketing Spec.	By Jan. 2018	Started	Initial staff discussion of possible outreach approaches/targets for employer audience(s). Need to engage Cmns. Cttee.
Task 2.3 (d)	Continue & expand PIBC branded merchandise, including distribution & promotion within the membership	Committee: Executive, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Apr. 2018	Started	Initial staff discussion of possible options, and tie in to PIBC 60th anniversary.
<b>Goal 2.4 – Develop an Adaptive / Responsive Strategy for Advancement of RPP in BC &amp; Yukon Legislation</b>					
Task 2.4 (a)	Update research on existing RPP legislation & regulation context in other jurisdictions in Canada	Committee: Policy & Public Affairs, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Jan. 2019	Not yet started.	To be undertaken in late 2018 into 2019.
Task 2.4 (b)	Investigate, research & report out on different potential opportunities & risks for various approaches to pursuing RPP legislation & regulation	Committee: Policy & Public Affairs, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Jan. 2019	Not yet started.	To be undertaken in late 2018 into 2019.
<b>3 - Build Capacity for Advocacy &amp; Research on Core Planning Issues</b>					
<b>Goal 3.1 – Develop a Strategy for PIBC Advocacy on Substantive Core Planning Issues</b>					
Task 3.1 (a)	Establish policy criteria & a framework to determine which substantive core planning issues PIBC should pursue or advocate	Committee: Policy & Public Affairs, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Apr. 2018	Started	Policy & Public Affairs Cttee. populated and now meeting.
Task 3.1 (b)	Develop & draft internal policy to frame & guide PIBC policy work & advocacy	Committee: Policy & Public Affairs, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Apr. 2018	Started	Policy & Public Affairs Cttee. populated and now meeting.

Task 3.1 (c)	Continue & finalize the work of the existing Climate Action Task Force	Committee: Policy & Public Affairs / CATF, Staff: Exec. Director	By Dec. 2017	Underway / Nearly Complete	Policy & Public Affairs Cttee. populated and now meeting, Climate Action Task Force still meeting to finalize work / remaining tasks.
<b>Goal 3.2 – Develop a Strategy on PIBC Research</b>					
Task 3.2 (a)	Enhance resources & access for research material on new PIBC website	Committee: Communications, Staff: Cmns. & Marketing Spec.	By May 2018	Started/Underway	RFP held. New web design firm engaged, now starting new website work. Will be included in new website - to launch late Spring 2018.
Task 3.2 (b)	Identify & document research opportunities for PIBC	Committee: Policy & Public Affairs, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Nov. 2018	Started	Policy & Public Affairs Cttee. populated and now meeting.
Task 3.2 (c)	Incorporate & publish academic planning / research articles in Planning West magazine	Committee: Communications, Staff: Cmns. & Marketing Spec.	By Sept. 2018 (ongoing)	Not yet started	New Editor selected, starting in Spring 2018. Communications Cttee. starting up again.
<b>Goal 3.3 – Enhance Research &amp; Data Collection from Members</b>					
Task 3.3 (a)	Implement and manage regular membership satisfaction & input survey every four years.	Committee: Member Engagement, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Feb. 2021 (ongoing)	Not yet started	To be undertaken in 2021.
Task 3.3 (b)	Implement & manage regular membership compensation & benefits survey every four years (alternating from other member survey)	Committee: Member Engagement, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Feb. 2019 (ongoing)	Not yet started	To be undertaken in 2019.
Task 3.3 (c)	Explore & develop opportunities to collect member data and engage with members as part of annual online membership renewal	Committee: Member Engagement, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv. / Admin. Coord.	By Nov. 2018	Started	PIBC Online membership system (AMS) updated with new info. gathering (starting with volunteer interest).
<b>4 - Manage &amp; Enhance Organizational Resilience</b>					
<b>Goal 4.1 – Align Internal Resources With &amp; in Support of Strategic Goals</b>					
Task 4.1 (a)	Allocate budget for Professional Learning & Events Coordinator to become regular full time role	Committee: Executive / Board, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Sept. 2017	Completed	Allocation included in 2018 operating budget (adopted in Sept. 2017). Implemented in Jan. 2018.
Task 4.1 (b)	Explore expanding hours & role for Communications & Marketing Specialist	Committee: Executive / Board, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Sept. 2017	Completed (ongoing)	Allocation included in 2018 operating budget (adopted in Sept. 2017). Initial add. hrs. implemented in Jan. 2018. Will continue monitoring/adjusting.
<b>Goal 4.2 – Continue to Build Internal PIBC Documentation &amp; Operational Resilience</b>					
Task 4.2 (a)	Improve PIBC Professional Conduct Review complaints & investigations process (bylaws and policy updates)	Committee: Prof. Conduct Review, Staff: Exec. Director / Legal counsel	By Jun. 2018 (ongoing)	Started/Underway	Prof. Conduct Rev. Cttee. met (Dec. 2017), reviewed key policy issues/direction. Working group developing bylaw revisions & policies/procedures to improve process.
Task 4.2 (b)	Implement and enhance CPL reporting requirements with enforcement & reviews	Committee: Professional Standards & Cert., Staff: Mgr. Memb. Prog. & Serv. / Prof. Learning & Events Coord.	By Mar. 2018	Started	Staff/administration has consistently increased reporting monitoring and follow-up with members to increase awareness and reporting compliance. Prof. Standards & Cert. Cttee. now in place to move forward on policy 'next steps'.

Task 4.2 (c)	Finalize & update key internal manuals (incl. CPL Guide, PCRC, Chapters, Admin. Policy etc.)	Committee: Executive / Various, Staff: Exec. Dir / Mgr. Memb. Prog. & Serv.	By Jul. 2018 (ongoing)	Started	Initial staff discussion of existing manuals/drafts, prioritization of key manual/document requirements.
Goal 4.3 – Continue to Operationalize & Build CPL Programming & Delivery					
Task 4.3 (a)	Continue to collect & review member input & feedback to guide & develop future PIBC CPL programming	Committee: CPL, Staff: Prof. Learning & Events Coord.	By Oct. 2018	Started	Staff & CPL Committee continuing with surveys / feedback from all ongoing CPL webinars.
Task 4.3 (b)	Research & investigate potential mandatory CPL topics/content for members (e.g. ethics etc.)	Committee: CPL, Staff: Prof. Learning & Events Coord.	By Oct. 2018	Not yet started	To be undertaken through 2018.
Task 4.3 (c)	Operationalize CPL reporting requirements for practicing Candidate Members	Committee: Professional Standards & Cert., Staff: Mgr. Memb. Prog. & Serv. / Prof. Learning & Events Coord.	By Nov. 2018 (ongoing)	Started	Endorsed in principle by Board. New Prof. Standards & Cert. Cttee. now in place.
Task 4.3 (d)	Develop & deliver a pilot in-person PIBC CPL course on a relevant core planning topic	Committee: CPL, Staff: Prof. Learning & Events Coord.	By Dec. 2019 (ongoing)	Not yet started	To be completed by late 2019.