

PIBC 2017 - 2019 STRATEGIC PLAN - SUMMARY		Updated: Sept. 2018			
SRA/Goal:	What? - Task Description:	Who (Lead)?:	When?:	Status:	Notes:
1 - Enhance Member Value & Engagement					
<i>Goal 1.1 – Strengthen Ongoing Links Between PIBC Leadership & 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)	Started	Pushed back from earlier in 2018. Initial template developed. Now working to implement as of Sept./Oct. 2018, following Sept. Board meeting.
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)	Completed (ongoing)	An informal Board/member meet & greet session took place May 30, at PIBC 2018 Conference (Victoria). Will work to build & continue in future conferences.
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)	Started/Underway	Started implementation as of Sept. 2018 - with Secretary Treasurer & Student Affairs Sub-Chair attending UBC SCARP orientation.
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	Underway	RFP held. New web design firm engaged, website design work underway. Will be included in new website - aiming to launch in late fall 2018.
<i>Goal 1.2 – Further Strengthen & Enhance Support for Student Members & 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). Note: CIP fees for students reduced to \$0 as of 2019.
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)	Underway	Student reps invited to all Board meetings. Getting Member Engagement Cttee. and Student Liaison Sub-Cttee. started. Student member e-News now being distributed regularly
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)	Completed (ongoing)	Student e-News now being distributed regularly (second issue in Fall 2018).
<i>Goal 1.3 – Support & 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 now generated. Following up with members.
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)	Underway	Discussions at Joint Administrators Group (staff) level & leadership levels (Planning Alliance Forum) etc. Five Year PSC review by PSC includes recommendations. PIBC hosting Oct. 2018 joint member certification webinar.
<i>Goal 1.4 – Clearly Communicate & Articulate Member Value & 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	Underway	RFP held. New web design firm engaged, now starting new website work. Will be included in new website - now expected to launch late Fall 2018.
2 - Lead Strategic Advancement of the Planning Profession					
<i>Goal 2.1 – Establish & 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)	Completed (ongoing)	BC Minister of Municipal Affairs & Housing (Selina Robinson) attended & spoke at PIBC 2018 Conference; also attending WTPD gala.
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)	Underway	Minister of Municipal Affairs & Housing attended PIBC 2018 in Victoria; contacts est. in Minister's office. PIBC Policy & Public Affairs Cttee. now up & running. Need to set up govt. staff outreach/meetings.
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. Continuing for future years for WTPD.
Goal 2.2 – Build & Enhance Strategic Relationships with Allied Professional Organizations					
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. CPL Committee looking ahead to fall 2018, spring 2019 webinars and beyond.
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 - contact with AIBC Exec. Dir.
Goal 2.3 – Raise the Profile of PIBC and the Planning Profession with Members & Key Stakeholders					
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. Cmns. Cttee. has held initial meeting. Also discussions at national level through PAF.
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	Completed (ongoing)	PIBC branded merchandise updated and restocked. Expanded branded t-shirt program at 2018 Conference. PIBC 60th anniversary merchandise launched at 2018 Conference (and ongoing).
Goal 2.4 – Develop an Adaptive / Responsive Strategy for Advancement of RPP in BC & Yukon Legislation					
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	Started	Policy & Public Affairs Cttee. now up and running. Overview of past work in this area completed. Established sub-committee to take this work forward.
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	Started	Policy & Public Affairs Cttee. now up and running. Overview of past work in this area completed. Established sub-committee to take this work forward.
3 - Build Capacity for Advocacy & Research on Core Planning Issues					
Goal 3.1 – Develop a Strategy for PIBC Advocacy on Substantive Core Planning Issues					
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/Underway	Policy & Public Affairs Cttee. now up and running. Has brainstormed possible approaches, framing questions, and criteria for policy/issue advocacy (proactive & reactive).

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/Underway	Policy & Public Affairs Cttee. now up and running. Has brainstormed possible approaches, framing questions, and criteria for policy/issue advocacy (proactive & reactive).
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. now up and running, Climate Action Task Force still meeting to finalize work / remaining tasks. CATF presented work at PIBC 2018 in Victoria.
Goal 3.2 – Develop a Strategy on PIBC Research					
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, website devt. work underway. Will be included in new website - to launch late Fall 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. now up and running. Held in person meeting and started discussion on key strategic tasks.
Task 3.2 (c)	Incorporate & publish academic planning / research articles in Planning West magazine	Committee: Communications, Staff: Cmns. & Marketing Spec.	By Sept. 2018 (ongoing)	Started	New Editor took over as of Spring 2018. Communications Cttee. populated and now meeting.
Goal 3.3 – Enhance Research & Data Collection from Members					
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/Underway	PIBC Online membership system (AMS) updated with new info. gathering (starting with volunteer interest). Renewal report from 2018 renewals now generated. Will be reviewing further updates to AMS renewal system in Fall 2018.
4 - Manage & Enhance Organizational Resilience					
Goal 4.1 – Align Internal Resources With & in Support of Strategic Goals					
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.
Goal 4.2 – Continue to Build Internal PIBC Documentation & Operational Resilience					
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)	Completed (ongoing)	Prof. Conduct Rev. Cttee. met (Dec. 2017), reviewed key policy issues/direction. Working group developed bylaw revisions & policies/procedures to improve process. New bylaws approved at AGM June 2018. Internal PCRC policy work ongoing.

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	Completed (ongoing)	Staff/administration increased reporting monitoring & follow-up with members to increase awareness and reporting compliance. Prof. Standards & Cert. Cttee. now moving forward with implementing reviews, revoking non-compliant members & moving forward w. CPL for Candidates.
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)	Underway	Initial staff discussion of existing manuals/drafts, prioritization of key manual/document requirements. New Chapter policy drafted/ complete. Additional work on Chapter manual & other policy work ongoing.
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	Completed (ongoing)	Staff & CPL Committee continuing with surveys / feedback from all ongoing CPL webinars. Attendance at CPL webinars strongly increasing in 2018. Now looking at other CPL programming options (e.g. courses/workshops etc.)
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	Started	CPL Committee working on this - exploring possibilities for required CPL topics for members; such as ethics/professionalism; planning law; climate change etc...
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 starting to move ahead. Expected to be incorporated into new CPL policy guide and rolled out for Candidate members over 2018-2020.
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.