

PROVINCIAL EXECUTIVE GOALS AND PRIORITIES FOR 2012

GOAL 1: MAINTAIN QUALITY SERVICE TO MEMBERS	Assignment	Timeline
Objective 1: To enhance communication with members		
a) Continue to enhance Provincial support to meet the needs of Francophone members	P.E. and Senior Staff	Ongoing
b) Survey the membership to help set future directions reflective of membership's needs and interests	P.E. and Senior Staff	Ongoing
c) Continue to implement appropriate methodologies of communication with Districts/members at large	P.E. and Senior Staff	Ongoing
d) Continue to promote intra-District communications	P.E. and Senior Staff	Ongoing
e) Coordinate the Annual District Presidents' Workshop, April 1-2	P.E. and Senior Staff	Nov.- Apr.
Objective 2: To support the Technology Plan		
a) Support the continuing implementation of new technologies for the Provincial Office and Districts	P.E. and Senior Staff	Ongoing
b) Continue to upgrade the Membership Database to ensure it meets the needs of our Districts and membership including an additional staff member to assist	P.E. and Senior Staff	Ongoing
c) Continue to refine and test RTO/ERO's Business Continuity Plan, which allows the Provincial Office to respond to and recover from a disaster that may impact our technology and/or building and continues service to members in an appropriate manner.	P.E. and Senior Staff	Ongoing
d) Provide appropriate professional development for the Provincial Executive	P.E. and Senior Staff	Ongoing
Objective 3: To review services to members		
a) Support the Member Services Committee in its work on the development of a document to provide initiatives and resources to Districts to provide local assistance to members in need	P.E. and Senior Staff	Feb.-June
b) Support the planning efforts of the Political Advocacy Committee for its potential provincial workshop in 2013	P.E. and Senior Staff	Ongoing
c) Review the feasibility of expanding the list of preferred providers of services to members	P.E. and Senior Staff	June
d) Review the success of the 2012 District Presidents', PRCC and Health Services Workshops	P.E. and senior Staff	Sept.
e) Research the demographic trends and needs associated with aging in an ageing society	P.E. and Senior Staff	Ongoing
f) Support initiatives/strategies related to: <ul style="list-style-type: none"> • ensuring the RTO/ERO Health Plans are the best in the market • enhancing efforts in areas such as caregiving, long term care, wellness • ensuring RTO/ERO's fiduciary responsibilities and governance policies continue to protect RTO/ERO from liability, particularly related to Out-of-Province/Country claims 	P.E. and Senior Staff	Ongoing

GOAL 2: RAISE THE PROFILE OF RTO/ERO	Assignment	Timeline
Objective 1: To market RTO/ERO		
a) Review and revise the ongoing and “traditional” marketing and recruitment strategies to reflect the demographic trends, with the end result possibly being a provincial and District outreach strategy for both traditional and non-traditional members	P.E. and Senior Staff	Ongoing
b) Continue to provide RPWs to Districts and educational organizations with emphasis on Colleges, Universities, and Educational Support Staff to reach out to other non-traditional groups and strengthen the relationship with our traditional groups	P.E. and Senior Staff	Ongoing
c) Encourage Districts, in conjunction with the Member Services Committee, to focus on recruitment of associate members, in addition to full members, through the implementation of the new Recruitment Toolkit	P.E.	Ongoing
d) Support the implementation of a dynamic advertising strategy for <i>Renaissance</i> and the website, through the distribution of RTO/ERO’s media kit, and with a focus on “member-worthy advertising”, that is, advertising products and services of interest to members, i.e. retirees, seniors	P.E. and Senior Staff	Ongoing
e) Explore marketing opportunities utilizing social media, e.g. Twitter, with in-service opportunities	P.E. and Senior Staff	Ongoing
Objective 2: To undertake political advocacy, as warranted		
a) Assist the Political Advocacy Committee with the attainment of its priorities, including advocacy related to pertinent political issues	P.E. and Senior Staff	Dec.-Nov.
b) Continue to dialogue with the Government and official political parties	P.E. and Senior Staff	Ongoing
c) Support the Political Advocacy Committee in its efforts to assist District PAC representatives in becoming more effective at the local level	P.E.	Ongoing
d) Continue to consult with Len Domino and Associates regarding advocacy, on a per project basis	P.E.	Ongoing
e) Develop strategies to reduce the burden of the taxation inequities on the RTO/ERO health plans	P.E. and Senior Staff	Ongoing
f) Support and pursue initiatives in the area of health care with the Political Advocacy and Health Services & Insurance Committees, as appropriate, that may benefit RTO/ERO members and all seniors, i.e. national strategy to deal with the cost of drugs; creation of a government program for shingles vaccinations; access to timely health care; strategy to minimize the burden of health care cost increases	P.E. and Senior Staff	Ongoing
Objective 3: To support the major project for RTO/ERO		
a) Monitor the first year progress of the Fundraising Campaign of the RTO/ERO Charitable Foundation	P.E. and Senior Staff	Ongoing
b) Work with Districts and members to develop and disseminate fundraising strategies	P.E. and Senior Staff	Ongoing
c) Develop a marketing and communications plan for the RTO/ERO Charitable Foundation	P.E. and Senior Staff	Ongoing

GOAL 3: MAINTAIN, STRENGTHEN & EXPAND RELATIONSHIPS	Assignment	Timeline
Objective 1: To strengthen external relationships		
a) Partner with Ontario based groups such as <ul style="list-style-type: none"> • OTF and Affiliates • Principals and Supervisory Officers b) Continue to encourage Districts to include Principals, Supervisory Officers and Affiliates in appropriate outreach activities c) Encourage Districts to include in its appropriate outreach activities: Colleges/Universities/Provincial Schools, District School Boards, and educational Support Staff in schools and school boards, and private schools	P.E.	Ongoing
d) Review and support ACER-CART in its advocacy at the Federal level	P.E.	Ongoing
e) Engage with other Ontario-based like-minded groups including: <ul style="list-style-type: none"> • CARP • Seniors' Groups • District School Boards • Ontario College of Teachers • Ontario Teachers' Pension Plan (OTPP) • University of Toronto • Ontario Medical Association (OMA) • Ontario Gerontology Association (OGA) • Advocacy Centre for the Elderly (ACE) 	P.E.	Ongoing
f) Foster a relationship with the media <ul style="list-style-type: none"> • by distributing <i>Renaissance</i> to a wide audience • by using the media and advertising kits • by issuing media releases at appropriate times 	P.E. and Senior Staff	Ongoing

GOAL 4: ENSURE EFFECTIVE GOVERNANCE STRUCTURE	Assignment	Timeline
Objective 1: To ensure the principles of Transparency, Accountability and Due Diligence are upheld in all facets of the operation of RTO/ERO		
a) Review and update Provincial Constitution/Bylaws/Policies	P.E.	Ongoing
b) Act upon motions referred from Senate and Standing Committees	P.E.	Ongoing
c) Appoint an Executive Sub-Committee to examine all aspects of Transparency	P.E. Sub Ctee	Ongoing
d) Conduct a security audit of building and systems	P.E. and Senior Staff	Ongoing
Objective 2: Leadership and Organizational Development		
a) Review structures and related policies of Provincial Executive and Standing Committees	P.E.	Dec.-Apr.
b) Appoint an Executive Sub-Committee to work with the Executive Director on a succession plan	P.E.	Ongoing
c) Use social media, where feasible, to enhance the work of Executive, Staff, Committees, to save time and expense.	P.E. and Senior Staff	Ongoing
d) Develop a strategy(ies) for the recruitment of Executive and Committee members at the District level	P.E. and Senior Staff	Ongoing
Objective 3: Assuring the Viability and Future of RTO/ERO		
a) Investigate the range of feasible and appropriate investment options	P.E. and Senior Staff	Ongoing

GOAL 5: ENSURE FINANCIAL ACCOUNTABILITY	Assignment	Timeline
Objective 1: To oversee the budget process		
a) Review implementation costs: Committees, projects, technology, special events	P.E. and Senior Staff	Nov.-Oct.
b) Review financial priorities and finalize budget for Senate. Prepare a comprehensive 3 year grant projection for Districts as per Budget Parameters approved at the Spring 2011 Senate.	P.E. and Senior Staff	Aug.-Sept.
c) Investigate possible efficiencies and cost savings	P.E. and Senior Staff	Ongoing
d) Continue development and presentation of the budget as done in 2011 so Senate participants are clearly aware of processes	P.E. and Senior Staff	Nov.-Oct.
Objective 2: To oversee finances and investments of RTO/ERO and 1316342 Ontario Inc.		
a) Review monthly statements of revenue and expenses for RTO/ERO and 1316342 Ontario Inc.	P.E.	Nov.-Oct.
b) Receive and review presentations from Investment Portfolio managers	P.E.	Quarterly
c) Continue to monitor the performance of the investment managers	P.E.	Ongoing
d) Review the investment strategies of the RTO/ERO reserves	P.E.	Feb.-Mar.
e) Review summary report of District Financial Statements	P.E.	April
Objective 3: To enhance internal expertise		
a) Receive Professional Development, through presentations from staff and external guests, related to the establishment of the RTO/ERO Budget, financial management and investing, and charitable foundations	P.E.	Nov.-Oct.