



# The New POABC

Association Strategic Plan

2016 - 2021

be the  
**CHANGE**  
you want to see

Prepared on behalf of the POABC  
by Outlook Consulting



# The New POABC

## Association Strategic Plan



Green indicates active projects

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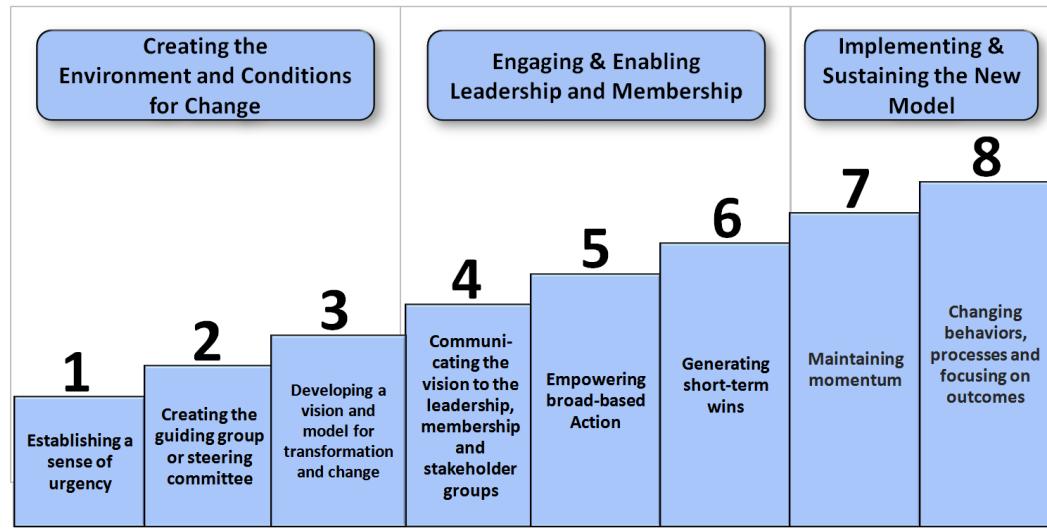
# The New POABC

## Strategic Plan 2015 - 2020



### POABC Transformation and Change

The Change Model



#### CORE NEEDS

- Develop a framework and model for change within the association.
- Develop professional-level organizational and management processes.
- Create and sustain leadership talent and commitment.
- Understand and master visual communication systems and tools.
- Learn to better manage human and financial resources.
- Develop systems for evaluating progress and analyzing problems.
- Formulate solutions to attain desired goals. (e.g. GR activities)
- Develop effective strategies for association growth and development.
- Increase member engagement and work team capacities.
- Increase allied stakeholder participation.



# The New POABC

## Strategic Plan - Executive Summary



### MASTERING CHANGE

The POABC is undertaking significant organizational and directional changes. These changes are not occurring in a vacuum. Globalization, digitalization, the acceleration of business cycles and the commoditization of media and information are impacting the way every organization operates and strategizes.

Not only is the O&P profession not isolated from these changes, in some ways it is more vulnerable than other areas of healthcare to rapid, tectonic shifts in the economy, technology, governmental regulation and communication .

The reason: For decades, O&P professionals have been seen as suppliers to the healthcare field rather than integral to it. To be sure, they are recognized for their value to patient care, but not as members of the core healthcare profession.

Threats to the O&P profession include:

- Stereotyping of orthotists and prosthetists as “retailers” of O&P services.
- Loss of perception as the unique providers of choice in O&P.
- Shrinking or outdated funding systems based on competitive pricing models.
- Disruptive technologies, such as 3D printing, central fabrication and direct ordering that allow other health professionals to encroach.
- New educational standards for health professionals, such as master-level programs for PT’s, AT’s, kinesiologists, orthotists and prosthetists.
- Government and private funders demands for greater accountability, cost-cutting, lower standards and lowest-price product provisions.
- Inter-disciplinary collaboration that is blurring the boundaries of the O&P profession.



# The New POABC

## Strategic Plan - Executive Summary



### TRANSFORMING THE POABC

The POABC Strategic Plan was created to guide the association in its transformation into a highly valued, professional association that effectively represents and serves its members and the O&P profession in British Columbia.

The Strategic Plan not only addresses the needs, challenges, opportunities and aspirations of the POABC, it is a working set of assessment tools, resources, projects and actions that will immediately propel the POABC toward meeting its short-term and long-term goals.

The Strategic Plan has been in development for nearly two years.

It includes the work of dozens of association members and the guidance and involvement of Outlook Consulting.

The assumptions, implications, projects and actions were distilled from live workgroup sessions, in-person and telephone interviews and online polls and questionnaires.

The final result is a comprehensive plan and built-in evaluation system that will guide the POABC leadership, teams and allied stakeholders for the next 3- 5 years.

The plan and processes are designed to be flexible, adaptable and responsive.

The goals, projects and actions are designed to change as the POABC grows and as the O&P profession changes.



# The New POABC

## Strategic Plan - Executive Summary



### KEY TRENDS IN CANADIAN HEALTHCARE

The efforts of the POABC to transform its image, operations, perceptions and effectiveness are occurring against a backdrop of major changes in the healthcare system.

The trends include:

- **Prevalence of inter-professional service delivery models** — Collaborative and integrated professional and para-professional care models are the new norm.
- **Increased information-sharing amongst providers** — A need for increased information-sharing across these providers.
- **Accountability** — The need for increased transparency and demonstration of value and accountability.
- **Increasing service demand** — Substantial increases in service demand resulting from the prevalence of chronic diseases and aging populations.
- **Cost containment** — Realities such as aging populations, continued advances in expensive diagnostic tools and skyrocketing drug costs, to name a few, are challenging health policy makers and service providers.
- **Funding model changes** — Experiments are underway to align funding models with population needs and service use, impacting the way facilities and programs are funded.
- **Consumerism and person-centred care** — Consumerism is pushing the need for care to be increasingly personal and innovative, allowing for consumer choice.
- **Transitions in care** — The movement of patients through care settings and the need to ensure patients are receiving care in the most appropriate settings is influencing everything from facility design and location to health care provider education.
- **Aging populations** — Aging populations will lead to increases in the number of people suffering from chronic, expensive-to-treat diseases and disabilities, straining health care systems.
- **Evidence-based medicine** — Data on outcomes will increasingly be used to develop standard protocols for treating many diseases.

## MILESTONES

- April 2015** - Association Needs Assessment begins
- August 2015** - Association Membership Needs Survey
- August 2015** - 1<sup>st</sup> Needs Assessment group session, Vancouver
- September 2015** - 2<sup>nd</sup> Needs Assessment group session, Kelowna
- November 2015** - Current state of association survey
- December 2015** - Needs Assessment project completed
- January 11, 2016** - Needs Assessment results presented to the executive by Outlook Consulting
- January 22, 2016** - Needs Assessment results presented to the membership by the executive, Victoria
- February 11, 2016** - Needs Assessment results presented to membership by Outlook Consulting via webinar
- March 2016** - Strategic Planning Project begins
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- May 2016** - POABC Strategic Plan press release to membership, Vancouver
- May 2016** - Tensegrity Exercise #1 – Member Collaborative Experience
- July 2016** - Tensegrity Exercise #2 – Goals Review and Evaluation
- July 2016** - Tensegrity Exercise #3 – Formation of Project Teams
- August 2016** - Tensegrity Exercise #4 – New Project Team Members Outreach
- September 2016** - Strategic Plan results presented to the executive by Outlook Consulting
- September 2016** - Strategic Plan presented

## The New POABC

### Spherical Organizational Development





# The New POABC

## Vision, Mission, Values & Purpose



### VISION

The POABC aspires to be a highly valued, well-functioning, dynamic and well-rounded professional association that proactively and effectively represents certified and registered professionals in British Columbia.

### MISSION

The POABC represents certified and registered professionals and private and public facilities in British Columbia, promotes the professional status and standards of practice of its members, cooperates with related organizations in the healthcare community, disseminates information and presents the views of the members via the association executive.

### VALUES

The POABC's governance, structure, operations, management, communication and collaboration processes are guided by these association values:

**Trust and Respect** – The association leadership and membership will establish trusting and respectful relationships within the association and with association stakeholders.

**Accountability and Transparency** – Association leaders, committee and work team members will conduct association activities within the association guidelines of accountability and transparency.

**Follow-through** – Association leaders and committees will strive to consistently and effectively follow-through with association goals, objectives and activities.

**Collaboration** – The association leadership and membership will pursue association goals, objectives and activities through collaborative practices and processes.

### PURPOSE

The purpose of the Prosthetics and Orthotics Association of British Columbia (POABC) is:

- To encourage and promote high standards of professionalism and patient care services in the orthotics and prosthetics profession in British Columbia.
- To promote honourable and ethical practice, and courtesy among certified orthotists, prosthetists and prosthetists/orthotists, technicians and residents in British Columbia.
- To represent the provincial membership in negotiation with paying agencies with regard to the development of policies and procedures relating to the provision of prosthetic and orthotic services and the setting of remuneration values for certified professional services in British Columbia.
- To consider and deal with those common intra-profession problems and challenges of the orthotics and prosthetics profession and service provision and to secure cooperative action in advancing the common purposes of its members.
- To disseminate information of a general economic, social and governmental character, to analyze subjects relating thereto, and to secure and present the views of the members via elected officials to other organizations, the government and the public.
- To cooperate and liaise with other organizations and governmental bodies.



# The New POABC

## Top-level Aspirations and Actions



### ADOPT A VISION

Align all association business to a unified vision, mission and purpose that provides a clear direction for organizational development and for the advancement of the profession.

### BE STRATEGIC

Adopt a strategic and long-term approach for all association planning, decision-making and activities, including private and public funder communication, negotiations and relationships.

### TRANSFORM THINKING

Abandon past patterns of rationalization, complacency and victimization. Create a new future. Focus on becoming a well-rounded, healthy, robust professional association.

### DEPLOY NEW PROCESSES

Develop new teamwork, time management, conflict resolution and group collaboration techniques that use time and resources most effectively.

### DEVELOP LEADERSHIP

Commit to the long-term development of effective, motivated leaders who lead by example as they champion the association vision, mission, purpose and strategies.

### BUILD TRUST

Commit association leaders and the general membership to acting consistently, transparently and collaboratively in all interactions with fellow members and other O&P stakeholders.

### COLLABORATE, CO-CREATE, COMMUNICATE

Establish new patterns of individual and group interaction based on clear guidelines and consistent methodologies for co-creation, communication and inclusion.

### MEASURE PROGRESS

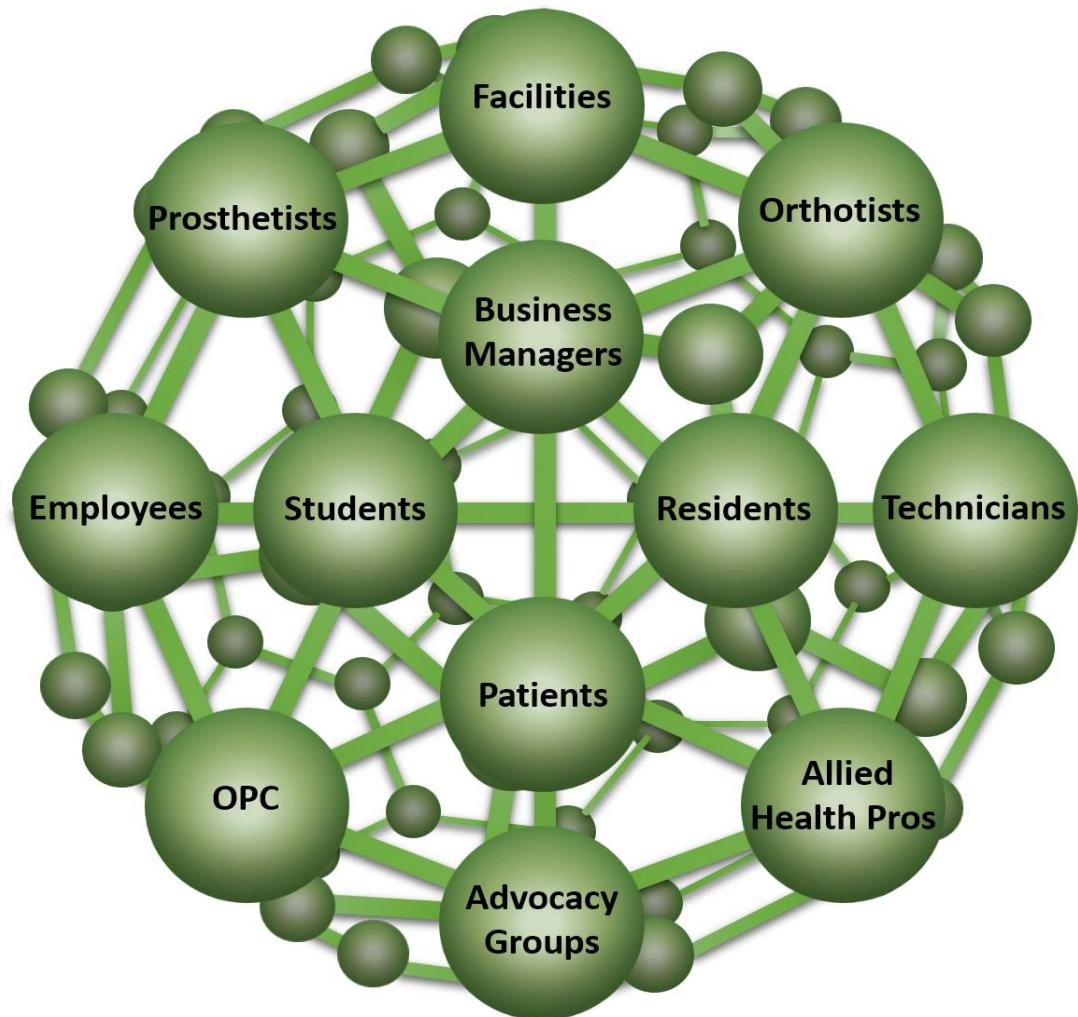
Continuously assess stakeholder satisfaction, understanding, attitudes, project effectiveness and overall progress toward the goals of the POABC and its vision, mission and purpose.

# The New POABC

## Stakeholder Universe

### INTERCONNECTED and INTERDEPENDENT

- Success in the O&P profession -- as an organization, as individual businesses and practitioners -- depends upon coordination, collaboration and understanding among the entire stakeholder universe.
- The POABC must view itself as an integral part of the healthcare field, and must maintain a high level of awareness of the activities and priorities of all stakeholders.
- Each of the stakeholder groups has its own needs and priorities, but none is separate from the whole.
- In its activities and ambitions the POABC must account for and address the needs of all O&P stakeholders.
- The success of one segment of the profession depends on the success of all stakeholder spheres.
- During the Collaborative Member Work Session in Kelowna in 2015, the participants began the process of identifying the stakeholder spheres and understanding the needs of each segment.
- The needs assessment process must be ongoing and include all stakeholder groups.
- The overriding goal is to address and satisfy the needs of each segment of the profession to the greatest degree possible.





# The New POABC

## Assumptions and Implications



### ASSUMPTIONS

Successful implementation of the strategic plan is based on the following assumptions:

- The POABC membership will actively and whole-heartedly embrace the vision for the association and a new future for certified and registered professionals in BC.
- The POABC executives, board of directors and project team leaders will set an example and champion the vision and the strategy for the future
- Members will step up and actively support and participate in the association activities and projects as outlined in the Strategic Plan.
- Facilities and members will demonstrate their belief and trust in the association by providing the necessary financial support to operate the association at a professional level.

### IMPLICATIONS

By successfully implementing the strategic plan the POABC will:

- Fulfill its vision, mission and goals.
- Be positioned as the legitimate representative of certified and registered O&P professionals in BC.
- Become integral to the provincial healthcare system.
- Uphold its responsibility to its members.
- Assist O&P professionals to adapt to changes in the healthcare field.
- Become central to the process of building and maintaining stakeholder relationships, in particular relationships with private and public funders.
- Ensure its own long-term future.



# The New POABC

## Documents and Media (on file)



### NEEDS ASSESSMENT PROJECT

- Outlook Consulting 2015 Needs Assessment Proposal
- Needs Assessment Current State-Future State Mindmap
- Needs Assessment 2015 Membership Surveys and Questionnaires
- Vancouver 2015 Needs Assessment Group Session
- Kelowna 2015 Needs Assessment Group Session
  - Stakeholder Spheres
  - Worse and Better Exercise
  - Needs Assessment Membership Presentation
- POABC Executive and Membership Needs Assessment Webinar
- Leadership Discussion Materials
- Photos and Videos

### VANCOUVER 2016 STRATEGIC PLANNING SESSION

- Outlook Consulting 2016 Strategic Planning Proposal
- Pre-Session Strategic Plan Steering Committee Reading Materials
- Strategic Plan Press Release
- Strategic Planning Session Membership Report Presentation
- POABC 5-Year Strategic Plan Project Toolkit and Worksheets
- Executive and Membership Strategic Plan Orientation Presentation
- POABC Executive and Membership Strategic Plan Webinar



# The New POABC

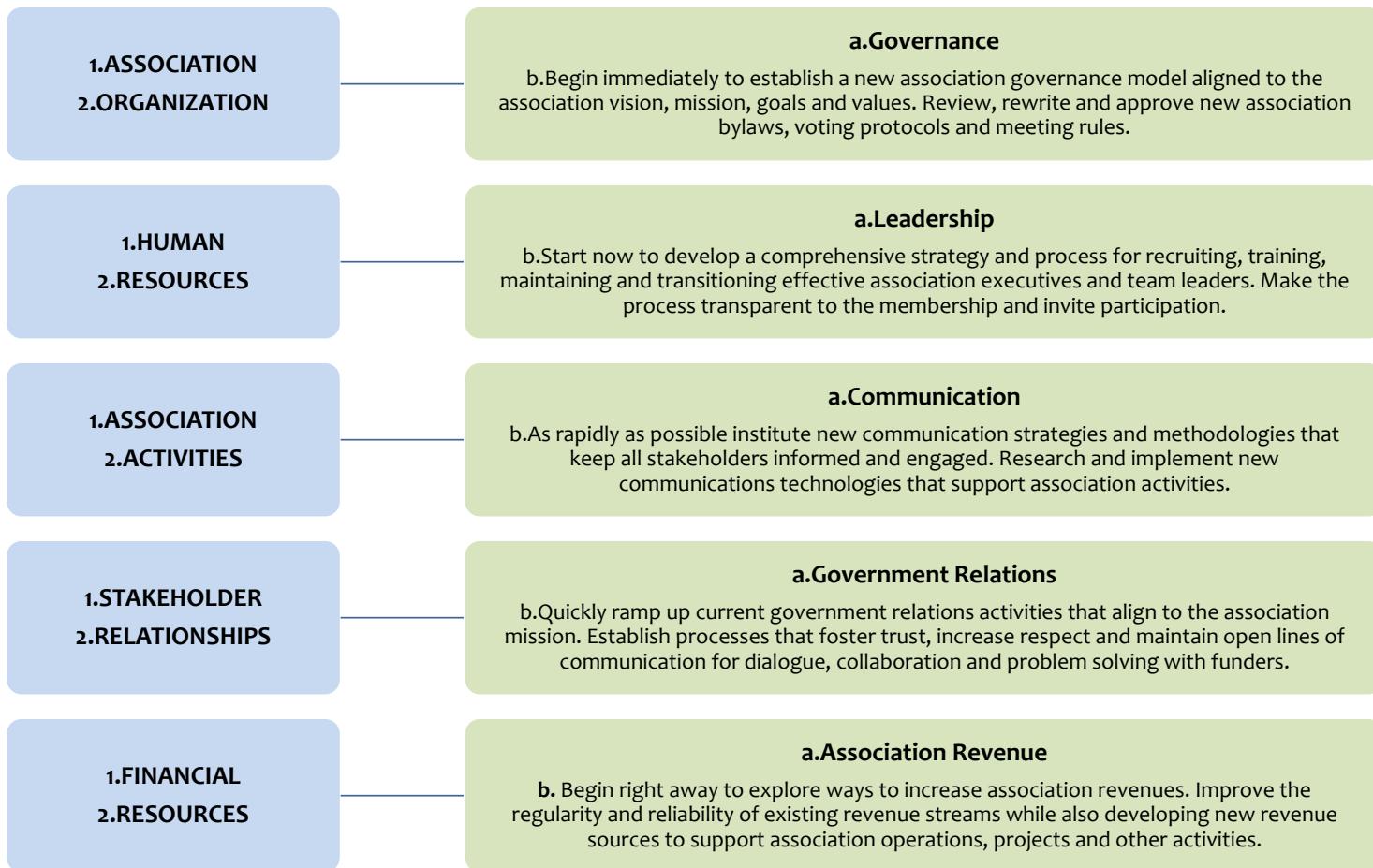
## 18 Strategic Goals

<b>A.PURPOSE &amp; MISSION</b>	1. Establish a clear purpose, mandate, vision and mission that provides a clear direction and guides the association's organizational development and professional activities.
<b>A.STRATEGIC PLAN</b>	1. Develop a comprehensive strategic plan that will guide the activities and strategies of the association leadership and membership over the next 5 years.
<b>A.GOVERNANCE</b>	1. Establish a new association governance model aligned to the association vision, mission, goals, values and bylaws.
<b>A.LEADERSHIP</b>	1. Develop a process for recruiting, training, maintaining and transitioning effective association executives and team leaders.
<b>A.TEAMS &amp; COMMITTEES</b>	1. Develop committee and work team members with the necessary capacities to effectively collaborate and engage in association projects, initiatives and activities.
<b>A.OUTSIDE EXPERTS</b>	1. Establish effective and collaborative working relationships with outside experts (lawyers, consultants and business specialists).
<b>A.ONGOING PLANNING</b>	1. Develop a collaborative process for regularly evaluating and updating the overall association strategic plan as well as the strategies for individual projects and initiatives.
<b>A.PROJECT MANAGEMENT</b>	1. Develop management methodologies and evaluation systems for implementing and maintaining association projects and initiatives.
<b>A.COMMUNICATIONS</b>	1. Research, select and implement communications technologies that support stakeholder relationships, projects and association activities.
<b>A.DATA COLLECTION &amp; ANALYSIS</b>	1. Collect, analyze and share certified service provision data and research that improves best practices, demonstrates value, and validates association positions, proposals and funding.
<b>A.MARKETING, PR &amp; BRANDING</b>	1. Develop and deliver clear, consistent messaging that positions the association and certified professionals in British Columbia as a valuable and integral part of the healthcare system.
<b>A.MEMBERS &amp; FACILITIES RELATIONSHIPS</b>	1. Initiate programs and activities, including professional development opportunities, that promote strong professional relationships based on mutual needs, trust, respect and collaboration.
<b>A.ALLIED HEALTH RELATIONSHIPS</b>	1. Cultivate and maintain mutually beneficial relationships with allied health professionals.
<b>A.FUNDERS RELATIONSHIPS</b>	1. Establish processes that foster trust, increase respect and maintain open lines of communication for dialogue, collaboration and problem solving with funders.
<b>A.ADVOCACY GROUP RELATIONSHIPS</b>	1. Create an open and lasting relationship with patient advocacy groups that is mutually supportive of orthotics and prosthetics patient outcomes.
<b>A. OPC RELATIONSHIP</b>	1. Develop a collaborative working relationship with the OPC that supports the POABC's mandate to represent certified professionals in British Columbia.
<b>A.FINANCE &amp; BUDGETS</b>	1. Develop and implement an association financial strategy, accounting system and budgeting process that is consistent, professional, transparent and sustainable.
<b>A.ASSOCIATION REVENUE</b>	1. Increase revenues from existing sources and develop new revenue sources for association operations and activities.



# The New POABC

## Top 5 Priorities (by category)

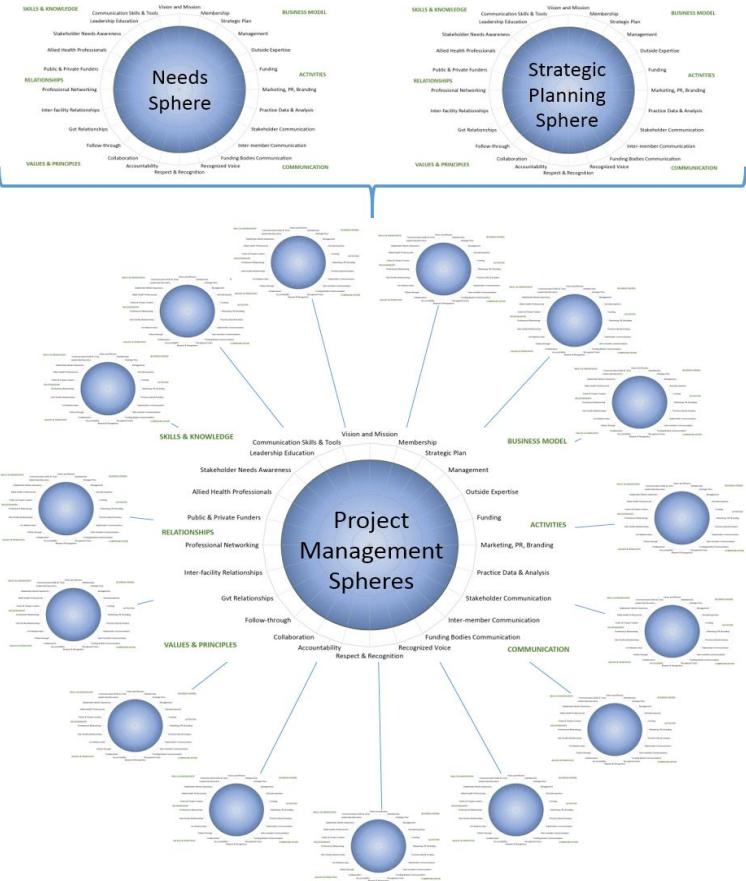




# The New POABC Strategic Plan Sphere



- The Strategic Plan Sphere provides a way to look at all of the goals of the association in a single, integrated view.
- When looking at the Sphere Model it is easy to see that all aspects of the association are interconnected and interdependent.
- By keeping an eye on the "big picture" association leaders, project team members, members and allied stakeholders can see what "shape" the association is in at any given time. They also see how their actions contribute to the overall health and dynamics of the whole organization.



## The New POABC Spherical Organizational Development



- The Spherical Organizational Development process includes a series of visualizations designed to help the POABC become a more professional association.
- The Needs Assessment mapped the list of challenges onto a sphere model that represents the current condition and desired condition of the POABC.
- The Needs Sphere evolved into the Strategic Plan Sphere, which is designed to guide the POABC for the next 3-5 years.
- The Strategic Plan Sphere spawned 18 individual Project Spheres that will direct the actions and activities of teams and committees.
- The teams will continually re-evaluate their projects using the sphere models to determine the current condition (shape) of the project.
- The resulting shape of the individual project spheres determine the overall shape of the Strategic Plan Sphere and the health of the organization.



# The New POABC

## Strategic Plan Progress Assessment Sphere

PROJECT	EVAL
Purpose & Mission	5.0
Strategic Plan	5.0
Governance	1.7
Leadership	3.3
Teams & Committees	0.5
Outside Experts	0.5
Ongoing Planning	0.5
Project Management	0.5
Communication	2.4
Data Collection & Analysis	0.5
Marketing, PR & Branding	0.5
Member & Facility	0.5
Allied Health Professionals	0.5
Private & Public Funders	1.8
Advocacy Groups	0.5
OPC	0.5
Finances & Budgets	0.5
Association Revenue	4.6

### STAKEHOLDER RELATIONSHIPS



5 = Project completed to satisfaction  
>5 = Project exceeds expectations  
<5 = Project not completed to satisfaction

Prepared by Outlook Consulting on behalf of the POABC  
Sphere Model - Copyright (c) 2016 C60 Communications

- The Strategic Plan Sphere depicts the 18 needs in 5 categories as identified by the needs assessment work groups and the Strategic Plan Steering Committee.
- The evaluations numerically and graphically depict the current state of each need.
- The desired goal for each need is represented by the outer edge of the green circle.
- The shape formed by the blue line represents the current condition (shape) of the association as evaluated by the participating stakeholders.



## Association Organizational Development

**PROJECT** Strategic Planning

**GOAL** Develop a clear and comprehensive strategic plan that will guide the association leadership and membership over the next 5+ years.

**BUDGET** \$30,000      **DURATION** Jan. 17, 2015 - Sept. 24, 2016

**TEAM LEAD** Markus Saufferer      **CONSULTANTS** Ray Guyot, Rob Lindstrom

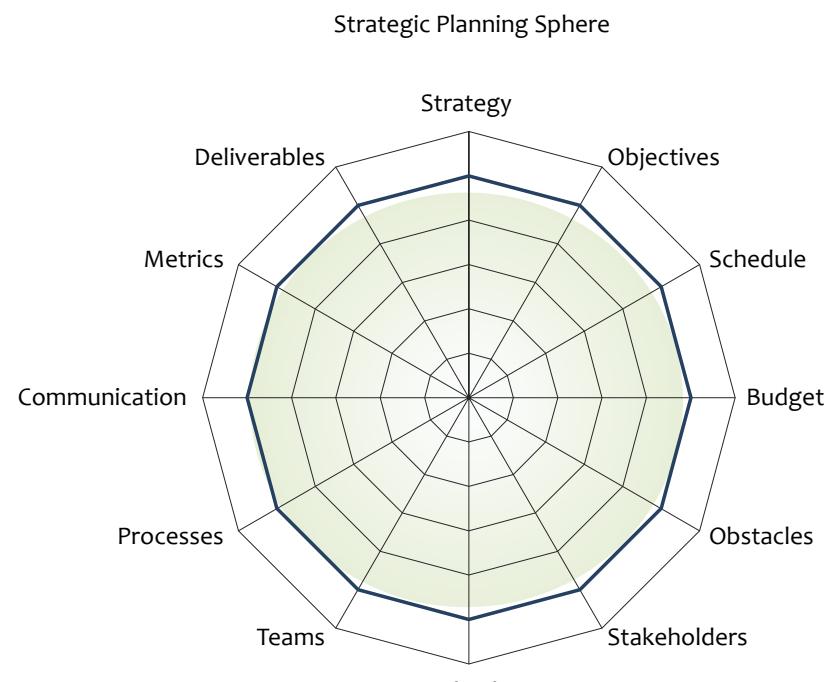
**TEAM** Kees Beek, David Dillon, Gord Dillon, Travis Finlayson, Lori Hampson, Scott Hedlund, Andrew Hoy, Randy Kramer, Tom McKee, Michael Prystai, Rachel Tius, Jarrod Tucker

**NEEDS** EVAL ASSESSMENT

Strategy	5	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	5	Is the project schedule realistic, clearly defined and being met?
Budget	5	Is the project budget realistic, clearly defined and being met?
Obstacles	5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	5	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	5	Are the committee and team members effectively executing their objectives and tasks?
Processes	5	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	5	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?

## Project Priorities and Phases

1. Conduct a two-part Needs Assessment
2. Develop a Needs Assessment Sphere
3. Create a 14-person Strategic Plan Steering Committee (w/ 2 alternates)
4. Conduct a 3-day intensive strategic planning session.
5. Complete 4 online tensegrity exercises.
6. Organize the strategic plan into 18 team-based projects.
7. Add goal, budget, duration, team and team lead to projects (where possible).
8. Brief POABC executive on the plan and implementation processes.
9. Present the Strategic Plan to the membership during annual conference.



5 = Need completed to satisfaction  
>5 = Need exceeding expectations  
<5 = Need not completed to satisfaction

NEEDS		STRATEGIC PLAN ACTIONS
<b>1.Strategy</b>		a.Develop a clear and contextual understanding of what guides association planning, decision-making and activities.
<b>1.Objectives</b>		a.Develop a strategic position and value proposition statement that will guide all POABC private and public funder communication discussions, negotiations, activities and relationships.
<b>1.Schedule</b>		a.Confirm the association purpose, vision and mission statements with the membership within 30 days of completion of the strate gic plan.
<b>1.Budget</b>		Contained in budget for strategic planning.
<b>1.Obstacles</b>		To meet the challenge of defining the purpose and mission will require a vision that incorporates all aspects of the O&P profession.
<b>1.Stakeholders</b>		a.Encourage and invite POABC members and certified professionals to participate in modifying and approving the statement of purpose.
<b>1.Leadership</b>		a.POABC leaders champion and “sell” the POABC purpose, vision and mission, to the membership and the profession.
<b>1.Teams</b>		The Strategic Plan Steering Committee and other participants in the process create the purpose, vision and mission statements .
<b>1.Processes</b>		a.Development of the purpose, vision and mission statements emerge from meetings and exercises organized by consulting partners .
<b>1.Communication</b>		Co-creation, communication and collaboration activities include meetings webinars, discussion threads, and exercises that encourage member participation in developing the purpose, vision and mission statements.
<b>1.Metrics (KPI's)</b>		a.Member survey gauges membership reaction, understanding and approval of the POABC purpose, vision and mission statements.

## 1.Deliverables

a.Association purpose, vision and mission statement sheets are prepared for membership distribution and use within association communication channels.

### ADDITIONAL ACTIONS

- 1.
- 2.

### PROJECT LOG

- **April 2015** - Association Needs Assessment begins
- **August 2015** - Association Membership Needs Survey
- **August 2015** - 1<sup>st</sup> Needs Assessment group session, Vancouver
- **September 2015** – 2<sup>nd</sup> Needs Assessment group session, Kelowna
- **November 2015** – Current state of association survey
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- **July 2016** – Tensegrity Exercise #2 – Goals Review and Evaluation
- **July 2016** - Tensegrity Exercise #3 – Formation of Project Teams
- **August 2016** - Tensegrity Exercise #4 – New Project Team Members Outreach
- **September 2016** – Strategic Plan results presented to the executive by Outlook Consulting

- **September 2016** – Strategic Plan presented to membership by the Steering Committee, Kelowna



NEED	Association Organizational Development			Project Priorities and Phases
PROJECT	Governance			
GOAL	Establish a new association governance model aligned to the association vision, mission, goals, values and bylaws.			
BUDGET	\$2,500	DURATION	Ongoing	
TEAM LEAD	Markus Saufferer	CONSULTANTS	TBD	
TEAM	Dave Dillon, Gord Dillon, Michael Prystai, Yvonne Jeffries			

NEEDS	EVAL	ASSESSMENT
Strategy	2	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	2.5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	1.5	Is the project schedule realistic, clearly defined and being met?
Budget	1	Is the project budget realistic, clearly defined and being met?
Obstacles	1.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	1.5	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	3	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	1	Are the committee and team members effectively executing their objectives and tasks?
Processes	1.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	2	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	2	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	1	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?



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## NEEDS

## GOVERNANCE ACTIONS



**1.Deliverables**

Create new by-laws and business governance, policy and procedures documents in alignment to the association purpose, vision, mission and values.

**ADDITIONAL ACTIONS**

1.

2.

**PROJECT LOG**

- 3/23/17 Request sent to Pushor Mitchell LLP for cost estimate for preparing and filing new bylaws and other documents, request for consultation on the process and request confirmation of powers of board under current bylaws to change to new bylaws.
- 3/21/17 Prepared Facility Representation Agreement discussion paper
- Next meeting planned week of March 27
- April 12, 2017 Meeting
- After the Sphere Cafe feedback on the FRA, we have submitted the Facilities Representation Agreement and Facilities Charter (MOU) to our lawyer for initial review. Once feedback is received and any changes are made, this committee will present the FRA to the board for final review and adoption.



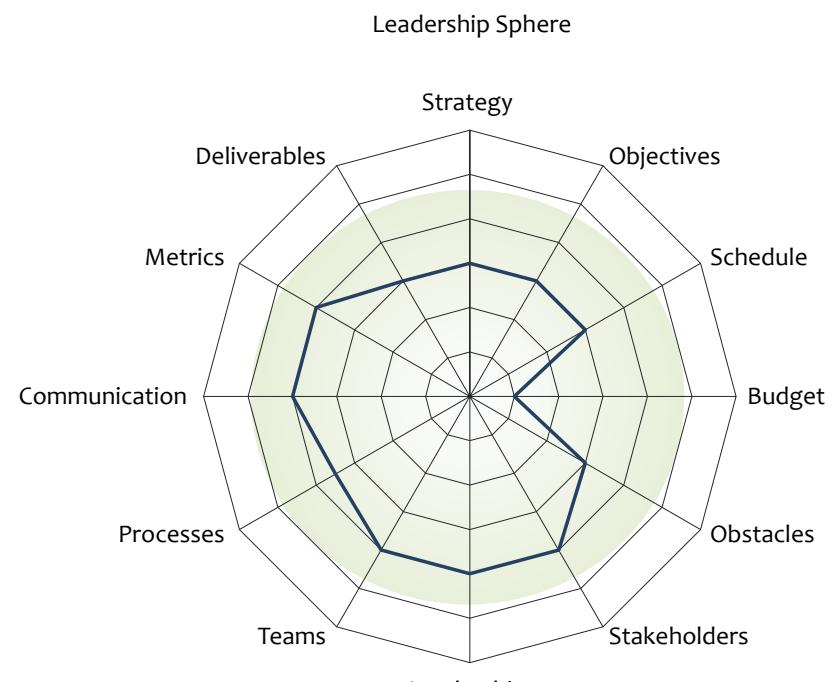


<b>NEED</b>	Human Resources		
<b>PROJECT</b>	Leadership		
<b>GOAL</b>	Develop a process for recruiting, training, maintaining and transitioning effective association executives and team leaders.		
<b>BUDGET</b>	\$0	<b>DURATION</b>	Ongoing
<b>TEAM LEAD</b>	Lori Hampson	<b>CONSULTANTS</b>	TBD
<b>TEAM</b>	Allan Blyt, Andrew Hoy, Carl Ganzert, Malena Rapaport		

### Project Priorities and Phases

1. Establish new association group work processes and guidelines.
2. Educate and orient association executive and project team leaders to the new governance model, association processes and procedures.
3. Establish a “learning” budget for POABC executive and committees.
4. POABC executive and team leaders introduce and transfer new association governance and work processes to their committees and project teams.

NEEDS	EVAL	ASSESSMENT
Strategy	<b>3</b>	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	<b>3</b>	Are the project objectives realistic, clearly defined and being achieved?
Schedule	<b>3</b>	Is the project schedule realistic, clearly defined and being met?
Budget	<b>1</b>	Is the project budget realistic, clearly defined and being met?
Obstacles	<b>3</b>	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	<b>4</b>	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	<b>4</b>	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	<b>4</b>	Are the committee and team members effectively executing their objectives and tasks?
Processes	<b>3.5</b>	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	<b>4</b>	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	<b>4</b>	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	<b>3</b>	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?



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<5 = Need not completed to satisfaction



## NEEDS

## LEADERSHIP ACTIONS

<b>1.Strategy</b>	a.Educate and orient the first generation of association leaders to the new association governance model, processes and procedures; and association co-creation, communication and collaboration processes. a.Adopt a “train the trainers” approach to transfer association leadership knowledge and skills to new association board members and team leaders.
<b>1.Objectives</b>	a.Provide POABC executives with a working knowledge of association management processes and a plan to immediately apply processes to day-to-day association operations.
<b>1.Schedule</b>	a.Identify learning and orientation activities for the for the POABC executive within the first 120-day period of the strategic planning implementation process.
<b>1.Budget</b>	a.Establish a “learning” budget for POABC executive and committees. Projected cost estimate for initial on-line leadership and committee training and leadership coaching \$10,000.
<b>1.Obstacles</b>	No interest in leadership positions. Insufficient expertise of leaders. Frequent association executive turnover. Leaders are not supported by membership. Leadership experience is unfulfilling and leaders feel unappreciated.
<b>1.Stakeholders</b>	a.Invite association membership to participate in orientation webinars, activities and sessions. Record webinar sessions and pr ovide access and resource materials to members.
<b>1.Leadership</b>	a.Utilize association governance guidelines, procedures, materials and processes within their meetings and membership discussio ns. Draw members into the new processes in a positive and engaging learning experience.
<b>1.Teams</b>	a.Team leaders introduce and transfer new association governance and work processes to their committees and teams.
<b>1.Processes</b>	a.Align existing association work and communication processes and activities to the POABC strategic plan and recommendations. a.Establish new group work processes and guidelines.
<b>1.Communication</b>	a.Communicate new association governance changes, guidelines, communication and decision-making processes through regular updates within the POABC website, official communication channels and Facebook site. a.Organize membership communication activities (webinars, discussion threads, discussion and position papers) that encourage member participation in topics related to POABC projects and activities.
<b>1.Metrics (KPI's)</b>	a.Survey membership ‘understanding’, ‘satisfaction’ and ‘effectiveness’ with new association governance structures and processes.

**1.Deliverables**

a.Collect, assemble, acquire new leadership resource materials to circulate and share with association leaders.

**ADDITIONAL ACTIONS**

- Schedule - Next meeting March 29 - to collate individual input and ideas relating to most recent meeting (march 15) with Outlook Consultants, to review interpretation of results from survey, to begin preliminary budget and recommendations for POABC executive. Plan for April 29th meeting in Vancouver.
- Processes -To ensure committee has access to other 4 committees on basecamp for collaboration between projects and to continue interactions which may not be as easy given leadership sessions with Outlook are complete.
- Strategy - more accurately define what is in our scope and what is clearly not within our scope for this project.

**PROJECT LOG**

- ADD HERE.



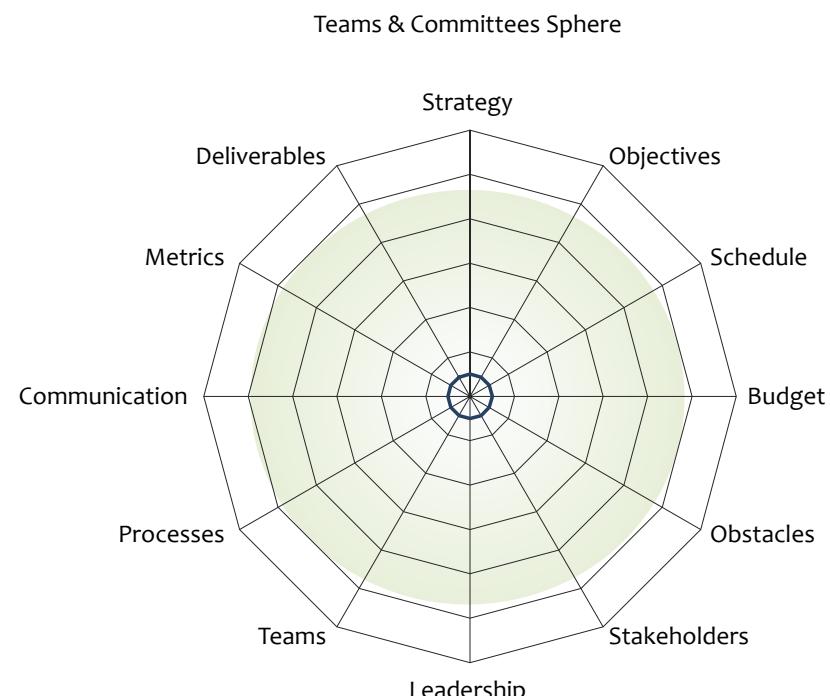


<b>NEED</b>	Human Resources		
<b>PROJECT</b>	Teams & Committees		
<b>GOAL</b>	Develop committee and work teams with the necessary skills to effectively engage in association projects, initiatives and activities.		
<b>BUDGET</b>	TBD	<b>DURATION</b>	TBD
<b>TEAM LEAD</b>	TBD	<b>CONSULTANTS</b>	TBD
<b>TEAM</b>	TBD		

### Project Priorities and Phases

1. Establish new association group work processes and guidelines.
2. Educate and orient association executive and project team leaders to the new governance model, association processes and procedures.
3. Establish a “learning” budget for POABC executive and committees.
4. POABC executive and team leaders introduce and transfer new association governance and work processes to their committees and project teams.

NEEDS	EVAL	ASSESSMENT
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?
Budget	0.5	Is the project budget realistic, clearly defined and being met?
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?



5 = Need completed to satisfaction  
>5 = Need exceeding expectations  
<5 = Need not completed to satisfaction



## NEEDS

## TEAMS & COMMITTEES ACTIONS

### 1. Strategy

- a. Orient committee and work team members to association communication and work processes and association policies, processes and procedures.
- a. Adopt a train-the-trainers approach to transfer association processes, and policies, to new association team leaders and committee members.

### 1. Objectives

- a. Provide POABC committee members with a working knowledge of association committee processes and a plan to immediately apply processes to day-to-day association operations.

### 1. Schedule

- a. Identify learning and orientation activities for committee members within the first 120-day period of the strategic planning implementation process.

### 1. Budget

- a. Establish a “learning” budget for POABC executive and committees. Determine a projected cost estimate for initial on-line leadership and committee training and leadership coaching.

### 1. Obstacles

- No interest in project team positions. Insufficient expertise of team leaders. Frequent team leader turnover. Team leaders are not supported by membership. Team leader experience is unfulfilling and team leaders feel unappreciated.

### 1. Stakeholders

- a. Invite association membership to participate in orientation webinars, activities and sessions. Record webinar sessions and provide access and resource materials to members.

### 1. Leadership

- a. Utilize association governance guidelines, procedures, materials and processes within meetings and membership discussions. Draw members into the new processes in a positive and engaging learning experience.

### 1. Teams

- a. Team leaders introduce and transfer new association governance and work processes to their committees and teams.

### 1. Processes

- a. Align existing association work and communication processes and activities to the POABC strategic plan and recommendations.
- a. Establish new group work processes and guidelines.

### 1. Communication

- a. Communicate new association governance changes, guidelines and work, communication and decision-making process to the committee and work teams through regular updates within the POABC website, official communication channels and Facebook site.
- a. Organize committee and work teams communication activities (webinars, discussion threads, discussion and position papers) that encourage member participation in topics related to POABC projects and activities.

### 1. Metrics (KPI's)

- a. Survey committee member understanding, satisfaction and effectiveness with new association governance structures and processes.

**1.Deliverables**

a. Assemble new committee, communication and collaboration resource materials to circulate and share with committee members.

**ADDITIONAL ACTIONS**

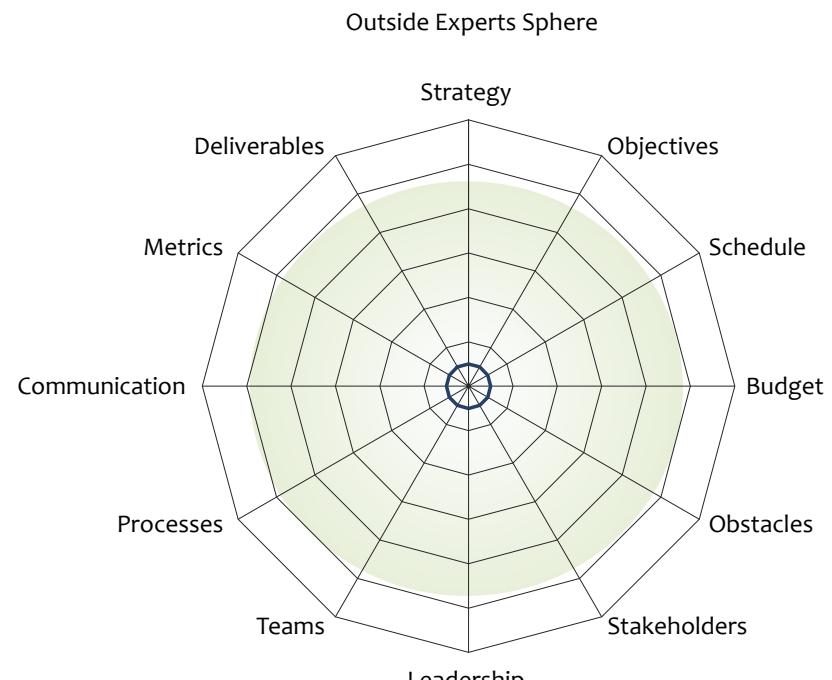
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**PROJECT LOG**

- Orientation session for committee and project team leaders delivered.
- Membership orientation webinars and sessions delivered.



NEED	Human Resources			Project Priorities and Phases	
PROJECT	Outside Experts & Specialists			<ol style="list-style-type: none"> <li>Determine the level of assistance required from outside experts to implement the POABC strategic plan and to support association leaders and committees in their activities.</li> <li>Establish the criteria for selecting and working with outside experts and identify the role consultants, experts and specialists will play in projects and initiatives.</li> <li>Distribute project workload between association leaders, committees and outside experts.</li> <li>Establish a budget to launch and implement the association strategic plan. Identify outside experts/consultants fees and costs.</li> </ol>	
GOAL	Establish collaborative working relationships with outside experts to assist association leaders and committees in fulfilling their duties.				
BUDGET	TBD	DURATION	TBD		
TEAM LEAD	TBD	CONSULTANTS	TBD		
TEAM	TBD				
NEEDS	EVAL	ASSESSMENT			
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?			
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?			
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?			
Budget	0.5	Is the project budget realistic, clearly defined and being met?			
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?			
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?			
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?			
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?			
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?			
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?			
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?			
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?			



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## NEEDS

## OUTSIDE EXPERTS & SPECIALISTS ACTIONS

### 1. Strategy

a. Determine the level of assistance required from outside experts to implement the POABC strategic plan and to support association leaders and committees in their activities.

### 1. Objectives

a. Establish the criteria for selecting and working with outside experts and identify the role consultants, experts and specialists will play in projects and initiatives.

a. Distribute project workload between association leaders, committees and outside experts.

### 1. Schedule

a. Select experts to act as co-creative partners and to establish long-term mutually beneficial business relationships.

a. Identify association activities requiring the assistance of outside experts within the first 120-day period of the strategic planning implementation process.

### 1. Budget

a. Establish a budget to launch and implement the association strategic plan. Identify outside experts/consultants fees and costs.

### 1. Obstacles

Insufficient funds or limited budgets. Association executive does not take direction from outside experts. Association executive does not adequately support outside experts with timely responses and feedback. Association executive and committee have unrealistic expectations of the role and responsibilities of outside experts.

### 1. Stakeholders

a. Provide membership with selection criteria and process for outside experts. Provide information on experts selected and their role and responsibilities.

### 1. Leadership

a. Utilize the strategic plan to guide outside service provision discussions with and to project costs for services provided by outside experts.

### 1. Teams

a. Wherever appropriate, assign POABC executive member or committee team leader as a liaison between outside experts

### 1. Processes

a. Orient outside experts to POABC strategic plan, strategic plan implementation process, POABC values and POABC work processes.

### 1. Communication

a. Communicate project updates and progress reports from outside experts as part of project and committee reports to the membership.

a. Where appropriate, invite outside experts to participate in association webinars, committee meetings and membership meetings.

### 1. Metrics (KPI's)

a. Survey and measure committee and membership understanding, satisfaction and effectiveness of outside experts' relationships, roles, responsibilities, activities and efforts.

**1.Deliverables**

a. Assemble and archive outside expert contracts, proposals and reports within the POABC document/resource library/repository. When appropriate provide access to membership.

**ADDITIONAL ACTIONS**

- 1.
- 2.

**PROJECT LOG**

- Outside experts are selected and oriented to POABC strategic plan, strategic plan implementation process, POABC values and POABC work processes.
- Outside expert contracts, proposals and reports are incorporated within the POABC document/resource library/repository.





NEED	Association Activities		
PROJECT	Ongoing Strategic Planning		
GOAL	Develop a collaborative process for regularly evaluating and updating the association strategic plan and strategies for projects and initiatives.		
BUDGET	TBD	DURATION	12 months
TEAM LEAD	TBD	CONSULTANTS	TBD
TEAM	TBD		

## Project Priorities and Phases

1. Establish a routine for quarterly or annual reviews of the strategic plan and project workplans as part of the association annual schedule.
2. List and post association recurring and cyclical activities on the POABC website as important dates and yearly events.
3. Brief committee team leaders on strategic plan reviews and adjustments.
4. Team leaders brief committee members and work teams.

NEEDS	EVAL	ASSESSMENT
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?
Budget	0.5	Is the project budget realistic, clearly defined and being met?
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?



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## NEEDS

## ONGOING PLANNING ACTIONS

<b>1.Strategy</b>	a.Establish a routine for quarterly or annual reviews of the strategic plan and project workplans as part of the association annual schedule.
<b>1.Objectives</b>	a.Include a strategic plan review and project plan review within association executive and committee to -do or task lists.
<b>1.Schedule</b>	a.List and post association cyclical activities on the POABC website within the first 120-day period of the strategic planning implementation process.
	a.Set a date for a review of the strategic plan at 180 days.
<b>1.Budget</b>	a.No budget required. Zero impact unless outside services are required.
<b>1.Obstacles</b>	No team leaders available. Insufficient project members or lack of interest for project.
<b>1.Stakeholders</b>	a.Provide membership with the results of the first strategic plan review and the plan adjustments accompanied by a rationale for the adjustments.
<b>1.Leadership</b>	a.Review and discuss adjustments to the strategic plan to identify influence factors and actions required to overcome challenges and obstacles to plan implementation.
<b>1.Teams</b>	a.Association executive briefs committee team leaders on strategic plan reviews and adjustments. Team leaders' brief committee members and work teams.
<b>1.Processes</b>	a.Standardize and streamline reporting processes. Develop a report/briefing template or format for distributing reports and briefing points.
<b>1.Communication</b>	a.Create a discussion thread or discussion area for strategic planning reviews. Engage membership in the strategic plan review process.
<b>1.Metrics (KPI's)</b>	a.Survey/poll membership and measure understanding, satisfaction and effectiveness of the strategic plan review process, results of the review and items of interest.

**1.Deliverables**

a.Develop ongoing strategic plan review reports and briefing materials.

**ADDITIONAL ACTIONS**

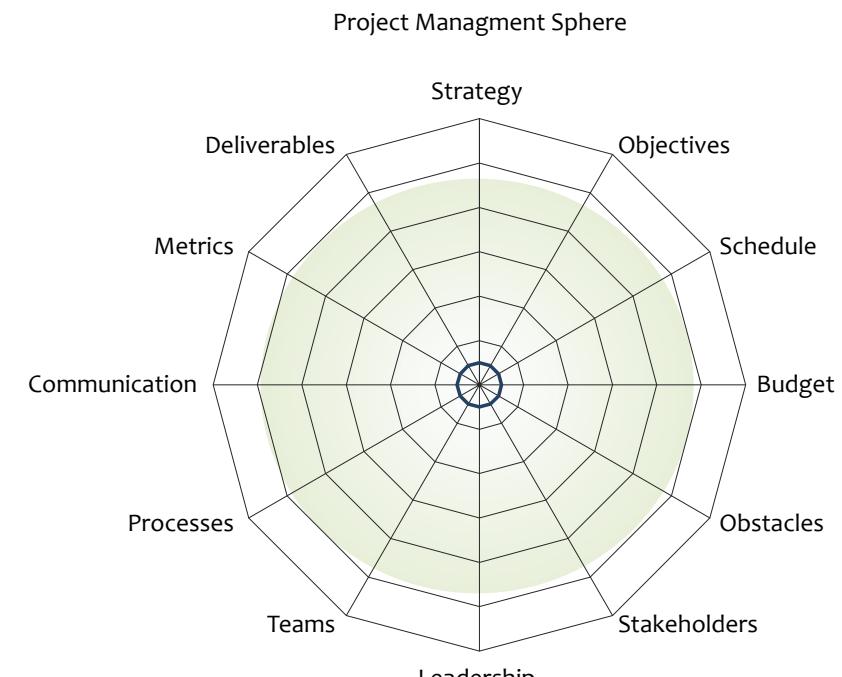
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**PROJECT LOG**

- First strategic plan review and plan adjustments conducted.
- Discussion thread or discussion area for strategic planning reviews created.
- Strategic plan review reports and briefing materials circulated to membership.



NEED	Association Activities			Project Priorities and Phases
PROJECT	Project Management			
GOAL	Develop management methodologies and evaluation systems for implementing and maintaining association projects and initiatives.			
BUDGET	TBD	DURATION	12 months	
TEAM LEAD	TBD	CONSULTANTS	TBD	
TEAM	TBD			
NEEDS	EVAL	ASSESSMENT		
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?		
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?		
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?		
Budget	0.5	Is the project budget realistic, clearly defined and being met?		
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?		
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?		
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?		
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?		
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?		
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?		
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?		
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?		



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## NEEDS

## PROJECT MANAGEMENT ACTIONS



**1.Deliverables**

a.Create checklists, guidelines and procedures briefing documents.

**ADDITIONAL ACTIONS**

1.

2.

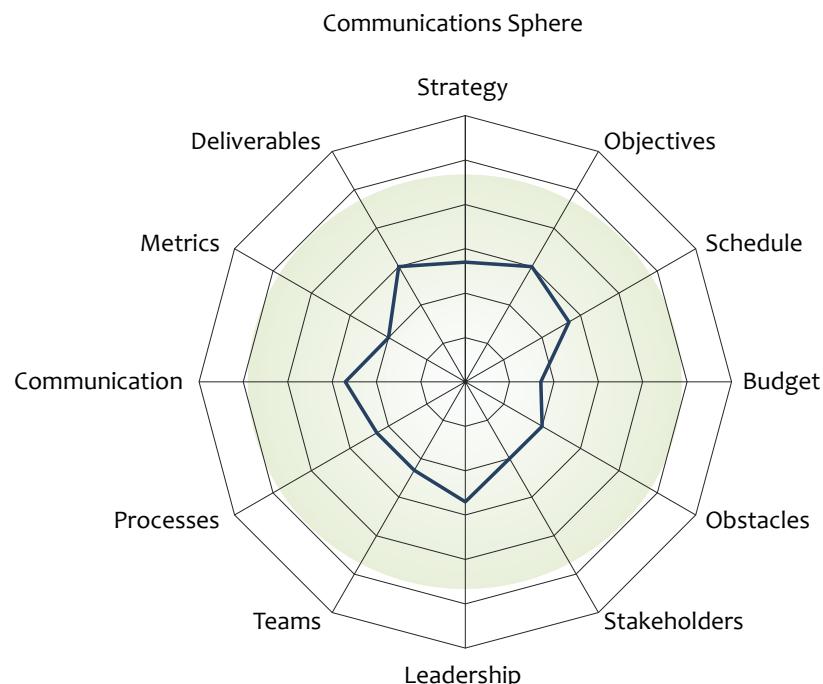
**PROJECT LOG**

- Project checklists, guidelines and procedures briefing documents are completed.
- Project team members attend project management orientation sessions and webinars.
- Project activity and action checklists that explain project processes and how to conduct project activities are provided to project teams.





NEED	Association Activities			Project Priorities and Phases
PROJECT	Communications			
GOAL	Research, select and implement communications technologies that support stakeholder relationships, projects and association activities.			
BUDGET	\$0	DURATION	Ongoing	
TEAM LEAD	Caroline Soo	CONSULTANTS	TBD	
TEAM	Deanna Hines Shannon Christie, Iris Cheng, Lisa Bennett			
NEEDS	EVAL	ASSESSMENT		
Strategy	2.7	Is the project operational strategy in place, appropriate, effective and being followed?		
Objectives	3	Are the project objectives realistic, clearly defined and being achieved?		
Schedule	2.7	Is the project schedule realistic, clearly defined and being met?		
Budget	1.7	Is the project budget realistic, clearly defined and being met?		
Obstacles	2	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?		
Stakeholders	2	Are the needs of all stakeholders clearly identified, understood and being addressed?		
Leadership	2.7	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?		
Teams	2.3	Are the committee and team members effectively executing their objectives and tasks?		
Processes	2.3	Are the necessary committee co-creative and collaborative work processes in place and being followed?		
Communication	2.7	Is the project committee communicating effectively and regularly with each other, members and stakeholders?		
Metrics	2	Are the metrics in place and being used regularly to measure the progress and success of the project?		
Deliverables	3	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?		



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## NEEDS

## COMMUNICATIONS ACTIONS



#### **ADDITIONAL ACTIONS**

- Deliverables - 3/5 of committees have filled out form, still waiting on Gov. Relations and Leadership.
- Communication- Zoom cannot be used for April Meeting - Webex required. Communications Committee training needed.
- Feedback requested (don't know how to categorize this) - compile comprehensive list of sphere cafe questions
- Once completed list set, design survey for other committee member who will not be actively participating at sphere cafe to have their input
- Objectives - Create template for weekly notification to membership of Strategic Plan changes.
- Budget - get cost estimates for website redesign.
- Deliverables - 5/5 of committees have filled out new form
- Need to develop Communication Plan to communicate with members , need commitment fro BOD to follow plan
- Need to make flow chart to follow the process of information communication, include feedback loops and timelines, coordinate with Governance Committee with this process
- Budget - still need to get cost estimates for website redesign with integration of e-commerce and linked forums. Will need budget for email platformfor member updates (ie constant contact)
- Communication Committee Priority
  - 1. Priority set to reconfigure members only website to meet association needs regarding online payment and integrate with website access/forums
  - 2. Public website, ease of access to search for a facility
  - 3. e-mailed member updates need to be more regular. Newsletter discussed as best option for our memberdemographics. (4x/year)

#### **PROJECT LOG**

- 2/28/17 Web meeting: discuss committee worksheets and how it all relates to the Strategic Plan
- 3/14/17 Web meeting: for project evaluation and defining scope of our committee
- 3/20/17 Web meeting: short term planning for April POABC Meeting, introduce Sphere Cafe Questions
- 4/13/17 Web meeting: Logistics for upcoming POABC meeting
- 4/29/17 POABC Meeting, Sphere Cafe
- 6/12/17 Web meeting: Discuss Sphere Cafe responses and Needs Assessment Survey Results. Started Communications Plan for scheduled updates to members

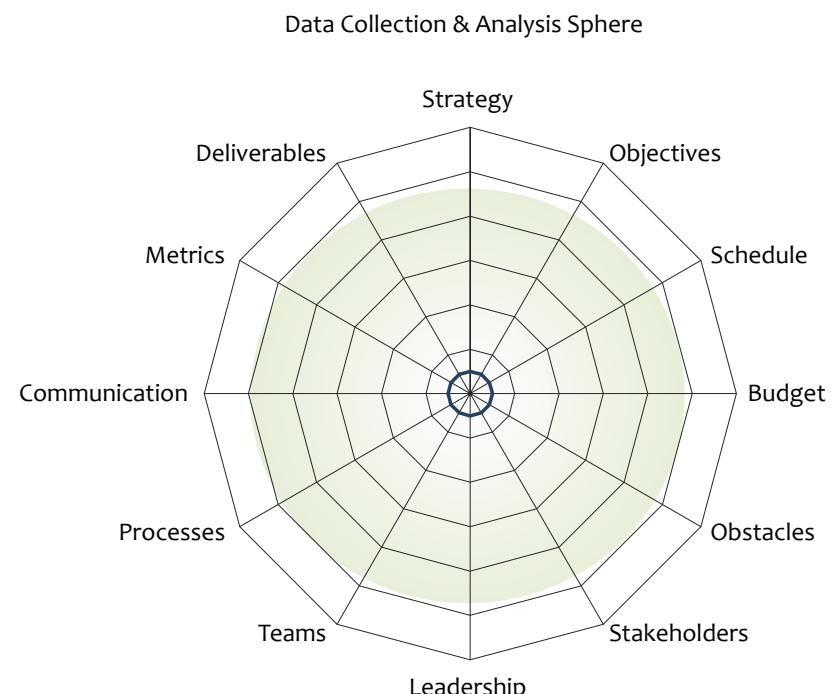




NEED	Association Activities		
PROJECT	Data Collection & Analysis		
GOAL	Collect, analyze and share data and research to improve best practices, demonstrate value, and validate association proposals and funding.		
BUDGET	TBD	DURATION	12 months
TEAM LEAD	TBD	CONSULTANTS	TBD
TEAM	TBD		

Project Priorities and Phases
<ol style="list-style-type: none"> <li>1. Develop a data collection and analysis plan for the POABC and Funders project.</li> <li>2. Establish effective and manageable service provision data collection and analysis systems.</li> <li>3. Identify requirements for facility data submissions to the POABC and Funders project.</li> <li>4. Establish agreements and terms of cooperation and data sharing with facilities to share service data and service delivery practices.</li> <li>5. Establish a data collection and analysis system and process budget.</li> </ol>

NEEDS	EVAL	ASSESSMENT
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?
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## NEEDS

## DATA COLLECTION & ANALYSIS ACTIONS



**1.Deliverables**

a.Create service provision data reports, databases and statistical data.

**ADDITIONAL ACTIONS**

1.

2.

**PROJECT LOG**

- Facilities and members are surveyed on their willingness to participate within data sharing.
- Discussion papers outlining facility data sharing scenarios and options are circulated to facilities and members.
- Service provision data is incorporated in association funder requests and proposals to validate the value and benefits of certified services.
- Service provision data reports, databases and statistical data are shared with membership.



NEED	Association Activities			Project Priorities and Phases
PROJECT	Marketing, PR & Branding			
GOAL	Develop consistent messaging that positions the POABC and certified professionals in BC as a valuable part of the healthcare system.			
BUDGET	TBD	DURATION	12 months	
TEAM LEAD	TBD	CONSULTANTS	TBD	
TEAM	TBD			
NEEDS	EVAL	ASSESSMENT		
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?		
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?		
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?		
Budget	0.5	Is the project budget realistic, clearly defined and being met?		
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?		
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?		
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?		
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?		
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?		
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?		
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?		
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?		

1. Organize, guide and manage association activities and tasks within project management methodologies and practices.
2. Establish on-line project work spaces to support committees and teams in their activities.
3. Review project management process resources to understand project management techniques and processes.
4. Determine costs of project management resources materials (books, on-line courses) and include as part of the learning/training budget for association leadership and committee team leaders.



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## NEEDS

## MARKETING, PR & BRANDING ACTIONS

### 1. Strategy

a. Define the value proposition of certified providers and certified services and focus on motivational factors rather than informational factors. Craft simple, clear messages for each stakeholder.

### 1. Objectives

a. Rebrand the POABC.

a. Review and discuss with the OPC what services and materials the national office can best provide the POABC.

a. Evaluate the need for outside marketing and PR services.

a. Develop a clear communication strategy and plan to communicate to POABC stakeholders.

a. Create appropriate key messages for various stakeholders and disseminate messages through various communication channels.

a. Develop essential and consistent informational materials for distribution POABC members and member facilities.

a. Investigate use and value of social media for increased public and patient awareness and understanding.

a. Initiate a public relations campaign.

### 1. Schedule

a. Establish marketing and PR priorities within the first 120-day period of the strategic planning implementation process.

### 1. Budget

a. Establish a marketing and PR budget.

### 1. Obstacles

a. No interest in project team positions. Insufficient expertise of team leaders and members. Frequent team leader turnover. Insufficient funds or limited budgets. Team leaders are not supported by membership. Team members are hesitant to participate in long-term or complex projects that require significant commitment and energy.

### 1. Stakeholders

a. Solicit patient and facility stories from members to utilize within association communication channels.

### 1. Leadership

a. Develop clear messages for key stakeholders and guide marketing and PR activities guided by an effective communication strategy and plan.

### 1. Teams

a. Utilize and follow the POABC communication strategy and plan.

### 1. Processes

a. Utilize communication tools and association materials within association and committee work processes.

### 1. Communication

a. Participate in health professional symposiums, exhibits, events to increase the POABC presence in the health providers' community.

a. Utilize communication materials and guidelines to promote and establish enhanced understanding of certified professional services.

### 1. Metrics (KPI's)

a. Measure use and effectiveness of communication messages, channels, tools and materials.

a. Launch a marketing and PR campaign that raises the profile and improves the image of the POABC. Create and disseminate various

**1.Deliverables**

a.Launch a marketing and PR campaign that raises the profile and improves the image of the POABC. Create and disseminate various association communication media, materials, resources.

**ADDITIONAL ACTIONS**

- 1.
- 2.

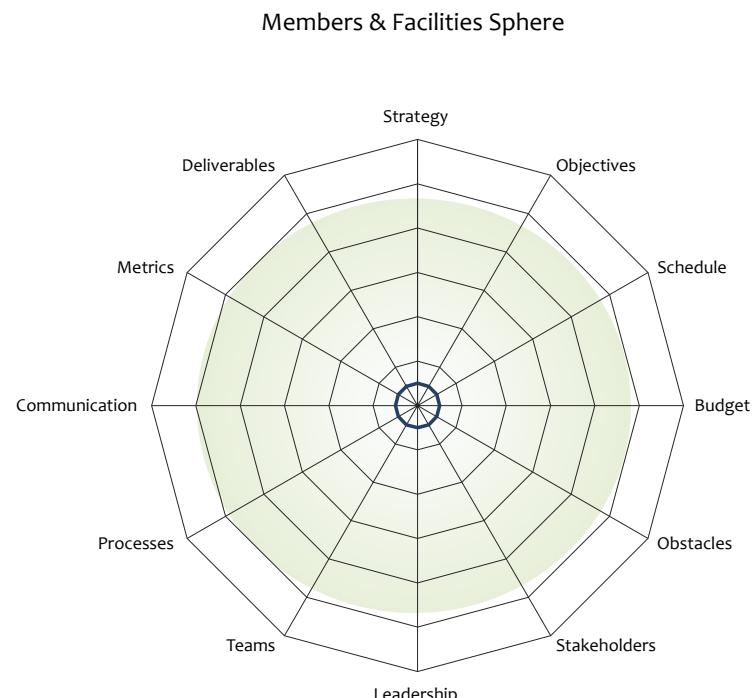
**PROJECT LOG**

- Association marketing and PR priorities are established.
- An association marketing and PR budget is established.
- Patient and facility stories are obtained from members to utilize within association communication channels.
- A public relations campaign is launched.
- POABC executive and project teams participate in health professional symposiums, exhibits, events and increase the POABC presence in the health providers' community.
- Association social media channels are established and communicate O & P facility stories to stakeholders.



NEED	Stakeholder Relationships			Project Priorities and Phases
PROJECT	Members & Facilities			
GOAL	Initiate and maintain programs and activities that promote strong relationships based on mutual needs, trust, respect and collaboration.			
BUDGET	TBD	DURATION	12 months	
TEAM LEAD	TBD	CONSULTANTS	TBD	
TEAM	TBD			

NEEDS	EVAL	ASSESSMENT
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?
Budget	0.5	Is the project budget realistic, clearly defined and being met?
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?



5 = Need completed to satisfaction  
>5 = Need exceeding expectations  
<5 = Need not completed to satisfaction



## NEEDS

## MEMBERS & FACILITIES RELATIONSHIP ACTIONS

<b>1.Strategy</b>	a.Create activities that allow association members and member facilities and their staff to socialize and interact on a more personal level.
<b>1.Objectives</b>	a.Create opportunities for new social and educational activities and incorporate social or educational activities within POABC membership meetings.
<b>1.Schedule</b>	a.Organize a social function or association group activity within the first 120-day period of the strategic planning implementation process.
<b>1.Budget</b>	a.Establish a budget for association social activities.
<b>1.Obstacles</b>	a.No interest in project team positions. Insufficient expertise of team leaders and members. Frequent team leader turnover. Insufficient funds or limited budgets. Team leaders are not supported by membership. Team members are hesitant to participate in long-term or complex projects that require significant commitment and energy.
<b>1.Stakeholders</b>	a.Solicit feedback from members on what activities would appeal most to members.
<b>1.Leadership</b>	a.Promote association social activities and encourage participation. Invite staff members and guests.
<b>1.Teams</b>	a.Organize and facilitate new inter-member and inter-facility activities within association processes and work processes.
<b>1.Processes</b>	a.Establish an event preparation checklist with communication outreach activities to facilitate event management.
<b>1.Communication</b>	a.Develop a list of networking opportunities for education, business and social events and activities. a.Invite facilities and their staff to participate in social, dinners, sports tournaments and outings, funding-raising or charitable activities or pursuits.
<b>1.Metrics (KPI's)</b>	a.Measure participation, responses, member feedback and effectiveness of activities.
<b>1.Deliverables</b>	a.Gain commitment from facilities to participate in social, dinners, sports tournaments and outings, funding-raising or charitable activities or pursuits.

**1.Deliverables**

a.Conduct social events, funding-raising and charitable activities.

**ADDITIONAL ACTIONS**

1.

2.

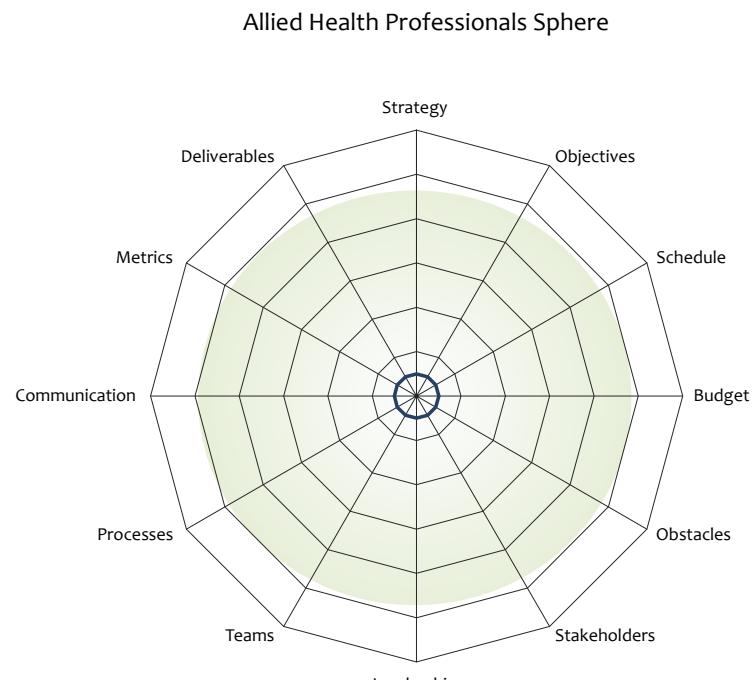
**PROJECT LOG**

- Feedback from members on what activities would appeal most to members is solicited.
- Association social events, funding-raising and charitable activities are organized.
- Facilities and their staff are invited to participate in social, dinners, sports tournaments and outings, funding-raising or charitable activities or pursuits.



NEED	Stakeholder Relationships			Project Priorities and Phases
PROJECT	Allied Health Professionals			
GOAL	Cultivate and maintain mutually beneficial relationships with allied health professionals.			
BUDGET	TBD	DURATION	12 months	
TEAM LEAD	TBD	CONSULTANTS	TBD	
TEAM	TBD			

NEEDS	EVAL	ASSESSMENT
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?
Budget	0.5	Is the project budget realistic, clearly defined and being met?
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?



5 = Need completed to satisfaction  
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## NEEDS

## ALLIED HEALTH PROFESSIONALS RELATIONSHIP ACTIONS

### 1.Strategy

- a.Conduct initial research and outreach activities by attending AHP events.
- a.Solicit assistance from association members to create a list of contacts and to conduct informational interviews on how orthotists/prosthetists and allied health professionals can interact and collaborate together.

### 1.Objectives

- a.Incorporate AHP outreach activities within association activities and work processes.

### 1.Schedule

- a.Identify AHP activities and events to attend or participate within the first 120 -day period of the strategic planning implementation process.

### 1.Budget

- a.Establish a budget for sending representatives to AHP events and activities.

### 1.Obstacles

- a.No interest in project team positions. Insufficient expertise of team leaders and members. Frequent team leader turnover. Insufficient funds or limited budgets. Team leaders are not supported by membership. Team members are hesitant to participate in long-term or complex projects that require significant commitment and energy.

### 1.Stakeholders

- a.Solicit assistance from association members to create a list of contacts and to conduct informational interviews on how orthotists/prosthetists and allied health professionals can interact and collaborate together.

### 1.Leadership

- a.Promote and encourage participation in AHP professional and social activities that provide opportunities for certified professionals to interact with AHP.

### 1.Teams

- a.Participate within and attend AHP social and professional activities as part of their committee work.

### 1.Processes

- a.Maintain a current calendar of AHP activities within the POABC calendar of activities.

### 1.Communication

- a.Participate in symposiums and allied health professional and public health-related events, exhibits, symposiums, conferences. Consider direct participation through advertising, sponsorship or promotion of their events and activities.
- a.Attend allied health professional events to learn more about their interests and pursuits.

### 1.Metrics (KPI's)

- a.Measure member participation, quality and effectiveness of outreach activities.

### 1.Resources

- a.Assemble resources materials for use by members, committees and teams to develop a deeper understanding of AHP groups and the ir

**1.Deliverables**

member activities.

**ADDITIONAL ACTIONS**

1.

2.

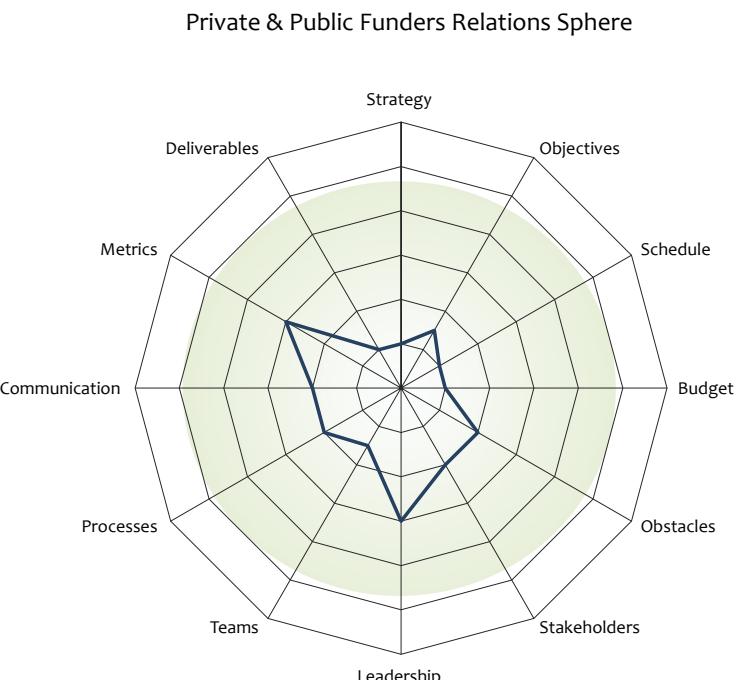
**PROJECT LOG**

- POABC representatives participate in symposiums and allied health professional and public health-related events, exhibits, symposiums, conferences.
- The POABC participates through in AHP advertising, sponsorship or promotion of their events and activities.
- Promotional and informational resource materials are provided to association members, committees and teams to develop a deeper understanding of AHP groups and their member activities.





NEED	Stakeholder Relationships			Project Priorities and Phases
PROJECT	Public & Private Partner Relations			
GOAL	Establish processes that foster trust, increase respect and maintain open lines of communication for collaboration and problem solving with funders.			
BUDGET	\$0	DURATION	Ongoing	
TEAM LEAD	Tom McKee	CONSULTANTS	TBD	
TEAM	Geoffrey Hall, Gord Dillon, James Tarrant, Markus Saufferer, Yvonne Jeffries			
NEEDS	EVAL	ASSESSMENT		
Strategy	1	Is the project operational strategy in place, appropriate, effective and being followed?		
Objectives	1.5	Are the project objectives realistic, clearly defined and being achieved?		
Schedule	1	Is the project schedule realistic, clearly defined and being met?		
Budget	1	Is the project budget realistic, clearly defined and being met?		
Obstacles	2	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?		
Stakeholders	2	Are the needs of all stakeholders clearly identified, understood and being addressed?		
Leadership	3	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?		
Teams	1.5	Are the committee and team members effectively executing their objectives and tasks?		
Processes	2	Are the necessary committee co-creative and collaborative work processes in place and being followed?		
Communication	2	Is the project committee communicating effectively and regularly with each other, members and stakeholders?		
Metrics	3	Are the metrics in place and being used regularly to measure the progress and success of the project?		
Deliverables	1	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?		



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## NEEDS

## PRIVATE & PUBLIC FUNDERS RELATIONSHIP ACTIONS



materials.

#### ADDITIONAL ACTIONS

- Objectives: Create a Private & Public Funders funding and operations discussion document.
- Develop a process for collecting data from P & O clinics.
- Identify needs that will require support from Outlook Consulting.

#### PROJECT LOG

- 03/07/17 Web meeting with Outlook Consulting.
- 03/21/17 Web meeting to consider recommendations put forward by Outlook Consulting.
- 03/28/17 Web meeting to discuss budget and discussion document. Draft discussion document to be reviewed and ready for the next meeting on April 4, 2017.
- 04/11/2017 Discussion document approved by all committee members. Document will be posted to the website under reading material for the Sphere Cafe.
- 05/02/17 Feedback from Sphere Cafe indicated a strong support for P & O data collection. Draft data collection templates to be presented at next meeting. will do a search for existing statistical information. Contact lists are to be put together for PharmaCare and Ministry. Liason committees have been struck: WSBC - Tom McKee, Scott Hedlund, Gord Dillon. PharmaCare - Geoff Hall, Markus Saufferer, Tom McKee. Ministry - James Tarrant, Gord Dillon, Yvonne Jefferys
- 05/09/17 Data collection may be beyond scope of 3PR Committee. A request to strike a Data Collection Project Team will be forwarded to the BOD. Statistical data is very difficult to find. Suggest putting out a call to the membership for assistance. Liason committees have sent formal requests to meet.
- 05/16/17 Data collection forms are ready for trial. 3PR committee members will use them for 1 month and then will review. Proposed budget and workplan will be reviewed at the next meeting.
- 05/30/17 Budget approved by committee members. Send to BOD for final approval. WorkSafeBC Liason members met with WSBC to discuss identified issues with respect to Prosthetic Service Agreement.
- 06/13/17 EACPO invite was finalized and is ready for distribution to members. Summary of WS Liason meeting posted to forum and sent to members. Needs that will require support from Outlook - 1. Negotiation strategies. 2. Starting the discussion process with government funders. 3. Meeting strategies and protocol. 4. Identifying the key players.





## Stakeholder Relationships

**PROJECT** Advocacy Groups

**GOAL** Create an open and lasting relationship with patient advocacy groups that is mutually supportive of orthotics and prosthetics patient outcomes.

**BUDGET** TBD      **DURATION** 12 months

**TEAM LEAD** TBD      **CONSULTANTS** TBD

**TEAM** TBD

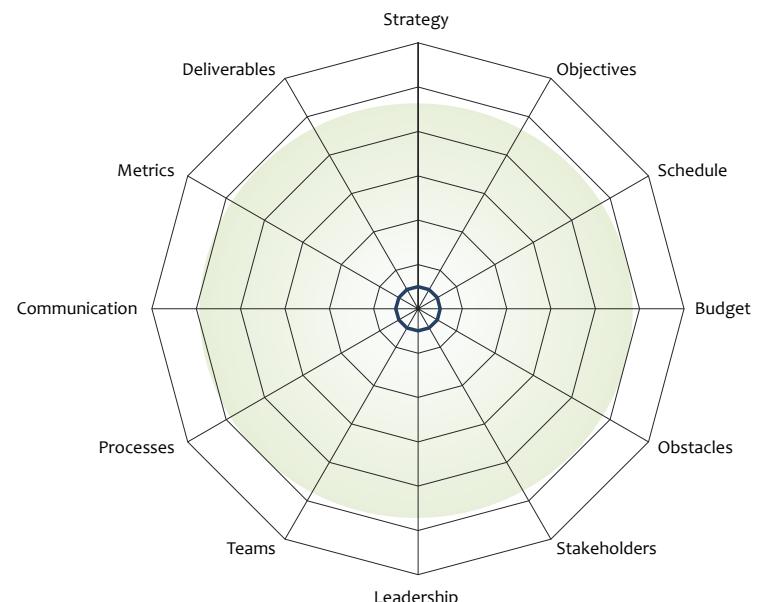
## Project Priorities and Phases

1. Develop alliances and partnerships with external advocacy groups to strengthen the association's influence and negotiation position with funders.
2. Establish clear guideline, boundaries, roles and responsibilities for cooperation and joint communication and activities.
3. Develop a list of collaborative activities and topics to engage advocacy groups in detailed discussions.
4. Establish a budget for advocacy collaborative activities.
5. Create meeting and activity reports, position papers, letters templates for use with private and public funder officials, and patient success media stories.

## NEEDS EVAL ASSESSMENT

Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?
Budget	0.5	Is the project budget realistic, clearly defined and being met?
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?

## Advocacy Groups Sphere



5 = Need completed to satisfaction  
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## NEEDS

## ADVOCACY GROUP RELATIONSHIP ACTIONS

**1.Strategy** a.Develop alliances and partnerships with external advocacy groups to strengthen the association's influence and negotiation position with funders.

**1.Objectives** a.Establish clear guideline, boundaries, roles and responsibilities for cooperation and joint communication and activities.

**1.Schedule** a.Develop a list of collaborative activities and topics to engage advocacy groups in detailed discussions.

**1.Budget** a.Establish a checklist of advocacy groups activities, implementation of new work processes and committee orientation requirements within the first 120-day period of the strategic planning implementation process.

**1.Obstacles** a.No interest in project team positions. Insufficient expertise of team leaders and members. Frequent team leader turnover. Insufficient funds or limited budgets. Team leaders are not supported by membership. Team members are hesitant to participate in long-term or complex projects that require significant commitment and energy.

**1.Stakeholders** a.Explain association advocacy group positions, roles and responsibilities, collaborative activities to members.

**1.Leadership** a.Conduct outreach activities and discussions with advocacy groups.

a.Promote and encourage participation in advocacy group activities that provide opportunities to leverage association positions with private and public funders.

**1.Teams** a.Communicate and liaise with advocacy groups when appropriate and within the established guidelines and processes. Ensure that the association executive and membership receive regular updates on activities.

**1.Processes** a.Establish advocacy group collaborative activity guidelines for committees and work teams.

**1.Communication** a.Document discussions and meetings with advocacy groups and provide meeting and activity reports to the membership.

a.Liaise with War Amps to establish cooperative agreements, guidelines, collaborative requirements and roles and responsibilities.

a.Develop a list of collaborative activities and topics to engage advocacy groups in detailed discussions.

**1.Metrics (KPI's)** a.Measure effectiveness of activities, outcomes, frequency and effectiveness of communication, effectiveness of the relationships.

## 1.Deliverables

a.Create meeting and activity reports, position papers, letters templates for use with private and public funder officials, and patient success media stories.

### ADDITIONAL ACTIONS

- 1.
- 2.

### PROJECT LOG

- A checklist of advocacy groups activities, work processes and committee orientation requirements are established.
- Association advocacy group positions, roles and responsibilities, collaborative activities are explained to members.
- Outreach activities and discussions with advocacy groups are conducted.
- Discussions and meetings with advocacy groups and provide meeting and activity reports are provided to the membership.





## Stakeholder Relationships

**PROJECT** ORTHOTICS PROSTHETICS CANADA (OPC)

**GOAL** Develop a collaborative working relationship with the OPC that supports the POABC's mandate to represent certified professionals in British Columbia.

**BUDGET** TBD      **DURATION** 12 months

**TEAM LEAD** TBD      **CONSULTANTS** TBD

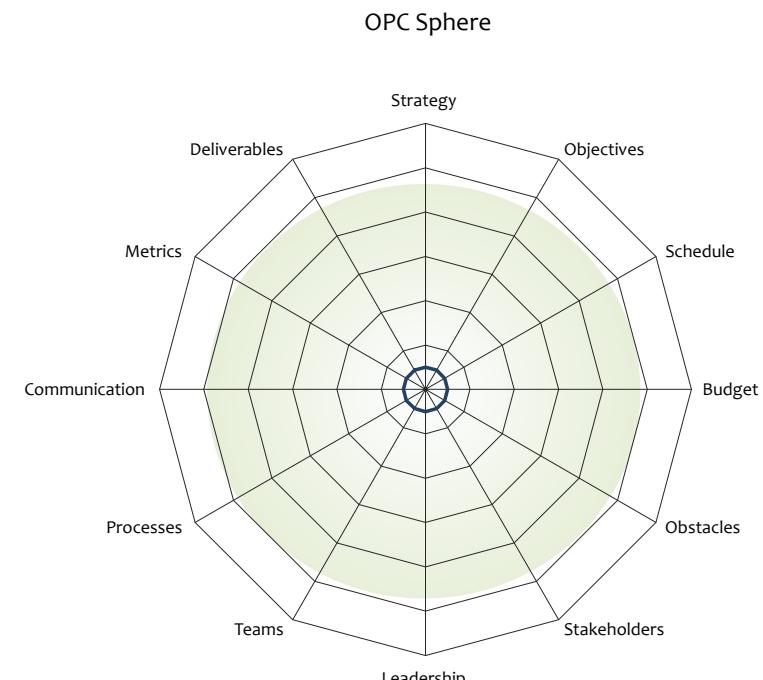
**TEAM** TBD

## Project Priorities and Phases

1. Position the role of regional associations within the mandate and goals of the OPC.
2. Develop roles and responsibilities for collaborative activities between regional associations and the OPC.
3. Establish clear guideline, boundaries, roles and responsibilities for cooperation and joint communication and collaborative activities.
4. Establish a budget for cost-sharing collaborative activities.
5. Liaise with the OPC to establish cooperative agreements, guidelines, collaborative requirements and roles and responsibilities.

## NEEDS EVAL ASSESSMENT

NEEDS	EVAL	ASSESSMENT
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?
Budget	0.5	Is the project budget realistic, clearly defined and being met?
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?



5 = Need completed to satisfaction  
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## NEEDS

## OPC RELATIONSHIP ACTIONS

## 1. Strategy

- a. Position the role of regional associations within the mandate and goals of the OPC.
- a. Develop roles and responsibilities for collaborative activities between regional associations and the OPC.

## 1. Objectives

- a. Establish clear guideline, boundaries, roles and responsibilities for cooperation and joint communication and collaborative activities.

## 1. Schedule

- a. Establish a checklist for collaborative activities, implementation of new work processes and committee orientation requirements within the first 120-day period of the strategic planning implementation process.

## 1. Budget

- a. Establish a budget for cost-sharing collaborative activities.

## 1. Obstacles

- a. No interest in project team positions. Insufficient expertise of team leaders and members. Frequent team leader turnover. Insufficient funds or limited budgets.
- Team leaders are not supported by membership. Team members are hesitant to participate in long-term or complex projects that require significant commitment and energy.

## 1. Stakeholders

- a. Explain association-OPC positions, roles and responsibilities, collaborative activities to members.

## 1. Leadership

- a. Promote and encourage participation in association-OPC collaborative activities that provide opportunities to leverage association positions with private and public funders.

## 1. Teams

- a. Communicate and liaise with OPC when appropriate and within the established guidelines and processes. Ensure that the association executive and membership receive regular updates on activities.

## 1. Processes

- a. Establish association-OPC collaborative activity guidelines for committees and work teams.

## 1. Communication

- a. Document association-OPC discussions and meetings and provide meeting and activity reports to the membership.

- a. Liaise with the OPC to establish cooperative agreements, guidelines, collaborative requirements and roles and responsibilities.

## 1. Metrics (KPI's)

- a. Develop a list of collaborative activities and topics to engage the OPC in detailed discussions.

- a. Measure effectiveness of activities, outcomes, frequency and impact of communication.

**1.Deliverables**

- a.Create meeting and activity reports, position papers, letters templates for use with private and public funder officials, and patient success media stories.

**ADDITIONAL ACTIONS**

1.

2.

**PROJECT LOG**

- A checklist for collaborative activities, work processes and committee orientation requirements are established.
- Clear guideline, boundaries, roles and responsibilities for cooperation and joint communication and collaborative activities are provided to the membership.
- Association-OPC discussions and meetings and activity reports are provided to the membership.



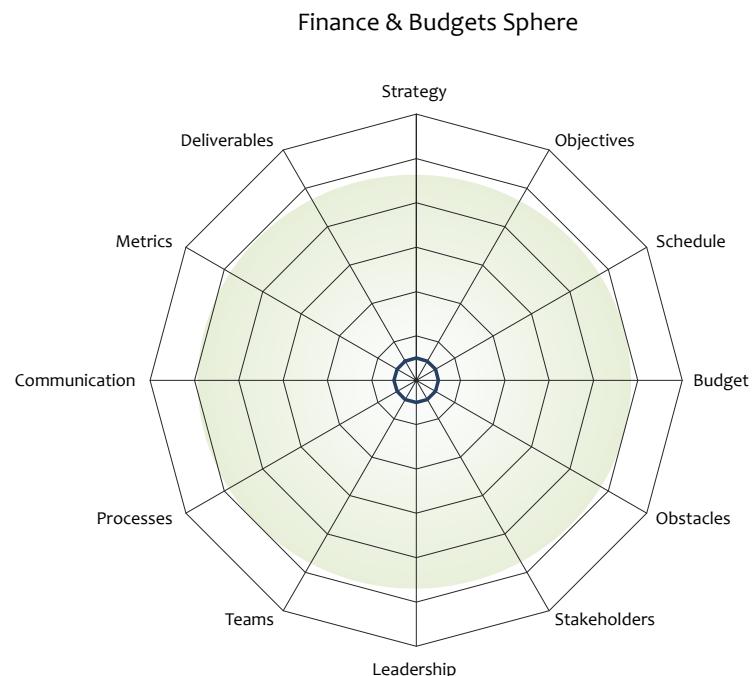


<b>NEED</b>	Financial Resources		
<b>PROJECT</b>	Finance & Budgets		
<b>GOAL</b>	Develop and implement an association financial strategy, accounting system and budgeting process that is consistent, professional, transparent and sustainable.		
<b>BUDGET</b>	TBD	<b>DURATION</b>	12 months
<b>TEAM LEAD</b>	TBD	<b>CONSULTANTS</b>	TBD
<b>TEAM</b>	TBD		

### Project Priorities and Phases

1. Establish, manage and maintain operating budgets for association activities, committees, projects and initiatives.
2. Identify, allocate and manage the financial resources necessary to the implementation of association, activities, projects and initiatives.
3. Discuss facility representation and financial contributions in context of the association strategic plan and GR, goals, objectives and activities.
4. Build a financial reserve from funding contributors (BMG) and set annual contributions rates.

NEEDS	EVAL	ASSESSMENT
Strategy	0.5	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	0.5	Are the project objectives realistic, clearly defined and being achieved?
Schedule	0.5	Is the project schedule realistic, clearly defined and being met?
Budget	0.5	Is the project budget realistic, clearly defined and being met?
Obstacles	0.5	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	0.5	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	0.5	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	0.5	Are the committee and team members effectively executing their objectives and tasks?
Processes	0.5	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	0.5	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	0.5	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	0.5	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?



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## NEEDS

## FINANCIAL ACTIONS



**1.Deliverables**

a.Create financial reports, budget reports, cost projection documents.

**ADDITIONAL ACTIONS**

- 1.
- 2.

**PROJECT LOG**

- Facilities are convened to discuss and develop financial reserves for association initiatives and projects.
- A checklist for financial and budgeting activities, implementation of work processes and committee orientation requirements is established.
- A budget for association projects is established.
- Association operating budgets and financial reports are provided to the membership
- A yearly association budget estimate and review is conducted.



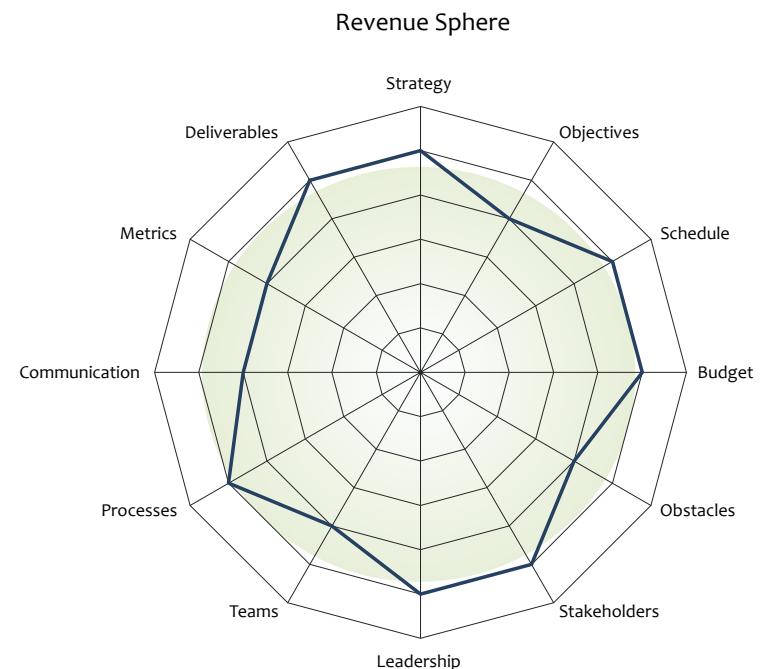


<b>NEED</b>	Financial Resources		
<b>PROJECT</b>	Revenue		
<b>GOAL</b>	Increase revenue from existing sources and develop new revenue sources for association operations and activities.		
<b>BUDGET</b>	\$3,650	<b>DURATION</b>	Short-Term Sept. 2017, Long-Term Sept. 2018
<b>TEAM LEAD</b>	Travis Finlayson	<b>CONSULTANTS</b>	TBD
<b>TEAM</b>	Shane Bates, Tom McKee		

### Project Priorities and Phases

1. Review membership fees, facility contributions and other sources of revenue for the association.
2. Establish an inclusive, fair and equitable revenue generation framework for the POABC membership and facilities to build financial resources and reserves for association activities, projects and initiatives.
3. Involve the membership in open discussions about the operating costs and value of a properly funded and supported association.
4. Develop a POABC sponsorship program, guidelines and financial targets.
5. Promote the value of association sponsorships to business contacts and associates and

NEEDS	EVAL	ASSESSMENT
Strategy	<b>5</b>	Is the project operational strategy in place, appropriate, effective and being followed?
Objectives	<b>4</b>	Are the project objectives realistic, clearly defined and being achieved?
Schedule	<b>5</b>	Is the project schedule realistic, clearly defined and being met?
Budget	<b>5</b>	Is the project budget realistic, clearly defined and being met?
Obstacles	<b>4</b>	Are the obstacles to meeting the project goals clearly identified, understood and being addressed?
Stakeholders	<b>5</b>	Are the needs of all stakeholders clearly identified, understood and being addressed?
Leadership	<b>5</b>	Are committee leaders effectively enabling, supporting and directing the committee project teams and project activities?
Teams	<b>4</b>	Are the committee and team members effectively executing their objectives and tasks?
Processes	<b>5</b>	Are the necessary committee co-creative and collaborative work processes in place and being followed?
Communication	<b>4</b>	Is the project committee communicating effectively and regularly with each other, members and stakeholders?
Metrics	<b>4</b>	Are the metrics in place and being used regularly to measure the progress and success of the project?
Deliverables	<b>5</b>	Are the necessary committee working documents and guidelines in place and effectively guiding team activities?



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## NEEDS

## REVENUE GENERATION ACTIONS

1.Strategy	a.Review membership fees, facility contributions and other sources of revenue for the association. a.Involve the membership in open discussions about the operating costs and value of a properly funded and supported association.
1.Objectives	a.Establish an inclusive, fair and equitable revenue generation framework for the POABC membership and facilities to build financial resources and reserves for association activities, projects and initiatives.
1.Schedule	a.Establish a checklist for reviewing revenue sources and options, and committee orientation requirements within the first 120-day period of the strategic planning implementation process.
1.Budget	a.Establish a budget for exploring and developing association revenue sources.
1.Obstacles	a.No interest in project team positions. Insufficient expertise of team leaders and members. Frequent team leader turnover. Insufficient funds or limited budgets. Team leaders are not supported by membership. Team members are hesitant to participate in long-term or complex projects.
1.Stakeholders	a.Explain the necessary revenue stream to run the association and projects. Determine the willingness of members and facilities to contribute to increasing revenue and revenue sources.
1.Leadership	a.Champion a revenue model for the association and engage members in the funding discussions. a.Explore willingness of O & P suppliers and industry specialists to financially support the association through sponsorships.
1.Teams	a.Develop a list of potential industry and business sponsors. a.Promote the value of association sponsorships to business contacts and associates and refer potential sponsors to the association executive.
1.Processes	a.Establish revenue guidelines and requirements to facilitate discussions and sign-ons of potential sponsors. a.Develop a POABC sponsorship program, guidelines and financial targets.
1.Communication	a.Openly review and discuss revenue options with members and facilities. a.Solicit input and feedback from member and facilities through online forums, teleconferences and meetings.
1.Metrics (KPI's)	a.Measure member acceptability and preferences, effectiveness of revenue options and processes. a.Measure effectiveness, size of sponsorships funds, sponsorship renewals and outreach and promotion activities.
...	a.Create revenue proposals, reports and facility revenue agreements.

## 1.Deliverables

a.Create sponsorship informational and promotional materials.

### ADDITIONAL ACTIONS

- Recruit one additional team member - role of communication to BOD, membership, stakeholders
- Finalize vendors for convention
- Organize presenters for convention and obtain MCE's for the event
- Develop a stronger strategy and foundation for the AR committee
- Develop presentation content for the April POABC meeting including questions for Sphere Cafe
- Develop a communication strategy for reporting to BOD and membership

### PROJECT LOG

- 3/13/17 Web meeting with Outlook consulting to focus on short-term and long-term vision of AR committee. Attending: Travis Finlayson, Tom McKee, Scott Hedlund, Ray and Rob (Outlook).
- 3/20/17 Web meeting to discuss Outlook recommendations, develop initial content for April POABC meeting, and update vendor support for convention.
- 3/20/17 Deposit (1/2 rental and catering cost \$1300) paid with POABC Visa to Rotary Arts Club for convention.
- 3/21/17 Emailed Jacklyn Watkinson for participation as new AR committee member. No response back yet.
- 3/22/17 Developed vendor application document for convention.
- 3/22/17 Emailed president of Alberta association (Nolan Hayday) with the Call for Papers document to engage their membership to attend and present at the convention.

