

VOLUNTEER MBC STRATEGIC PLAN

(January 31, 2017)

Mission: Promote meaningful volunteerism and foster best practices through learning and development.

STAKEHOLDER	FINANCIAL
Be the recognized centre within Peel empowering the voluntary sector through community engagement, learning and capacity building	Seek diversified and sustainable revenue sources to support and grow Volunteer MBC
LEARN AND GROW	INTERNAL BUSINESS PRACTICES
Develop team skills, attributes and competencies to attain organizational goals	Invest and maximize use of technology and processes to improve communication, efficiencies and effectiveness

OBJECTIVES AND ACTION PLAN

GOAL	OBJECTIVES	ACTIVITIES	WHO	WHEN	Status
CUSTOMER					
1. Be the recognized centre within Peel empowering the voluntary sector through community engagement, learning and capacity building	A.1.a. Increase referrals by 2% annually	A.1.a.1. Develop and review marketing and communication plan for services, information and programs annually.	Coordinator, Marketing & Communications	Jan 2017	Complete

		A.1.a.2. Build Canada 150 Peel Cares 150 for 150 Canada's birthday celebration campaign on federal level.	Coordinator, Marketing & Communications Executive Director	Dec 2017	
		A.1.a.3. Redevelop website	Coordinator, Marketing & Communications	Apr 2017	
		A.1.a.4. Create a collective impact strategy with Exchange Collaborative in Caledon	Executive Director	June 2017	
	A.1.b. Increase enrollment in the Youth LEaD program by 25 youth on an annual basis	A.1.b.1. Apply for Trillium Grow Grant project.	Manager, Learning and Resource Development	Nov 2018	
	A.1.c. Engage 10 corporations in Employer supported Volunteering programs	A.1.c.1. Develop and deliver the EVP program and systems	Coordinator, Programs*	Dec 2019	
		A.1.c.2. Develop and deliver the Time to Give challenge	Coordinator, Programs*	Dec 2019	
	A.2.a. Increase Learning Centre participation by 10% annually in high quality voluntary sector learning programs to all stakeholders	A.2.a.1. Create program delivery standards & guidelines as a matrix for all the educational programs.	Consultant, Member Relations Manager, Learning and Resource Development	Dec 2019	
		A.2.b.1 Launch VETCH	Manager, Learning and Resource Development	Sep 2017	
		A.2.c.1 Seek endorsements from recognized professional associations within the sector	Consultant, Member Relations Manager, Learning and Resource Development	Dec 2019	

FINANCIAL					
1. Seek diversified and sustainable revenue sources to support and grow VMBC	B.1.a. Validate member value proposition to increase membership by 2% in the first year and then 5% for the next two years.	B.1.a.1. Create and implement the membership plan to implement recommendations of the task force aligned with the MarCom plan.	Consultant, Member Relations	June 2017	
	B.1.b. Fund development plan will exceed the budgeted goals	B.1.b.1 The Fund development Committee will implement the fund raising plan	Consultant, Fund Development Executive Director	Dec 2018	
		B.1.b.2. Seek funding via partnerships to expand services to diverse audiences	Executive Director Consultant, Fund Development	Dec 2019	
		B.1.b.3. Expand Youth LEaD program to licenced delivery format	Manager, Learning and Resource Development	Sep 2018	
	B.1.c. Determine the feasibility of a social enterprise model	B.1.c.1. Conduct a feasibility study and make recommendations	Consultant, Member Relations Manager, Learning and Resource Development	Sep 2019	

LEARN AND GROW					
1. Develop team skills, attributes and competencies to attain organizational goals	C.1.a. Develop team skills and provide professional training plan for volunteers, board and staff.	C.1.a.1. Complete a skills analysis matrix across staff and Board to identify requirements to strengthen and develop team.	Arno Ilic Executive Director	June 2017	
		C.1.a.2. Define desirable organizational competencies, attributes and skills to align with performance expectations; develop learning plans for individuals and teams.	Arno Ilic Executive Director Coordinator, Community Engagement	June 2018	
	C.1.b. Performance measurement is aligned with the strategic plan and integrated into all activities.	C.1.b.1. Develop an annual performance measurement process	Executive Director	June 2018	
INTERNAL BUSINESS PRACTICES					
1. Invest in and maximize use of technology and processes to improve communication, efficiencies and effectiveness.	D.1.a. Increase efficiency and effectiveness of internal communications	D.1.a.1. Develop an internal communications plan that would diversify medium, messaging and method to capitalize on time spent on e-mails, administration and meetings	Coordinator, Marketing & Communications Manager, Learning and Resource Development	Sep 2017	
	D.1.b. Develop a plan to explore and assess use of technology including software solutions with a focus on digital platforms to create a positive user experience and enhance communications.	D.1.b.1. Conduct an internal inventory and assessment of current technology being used to develop a technology plan.	Manager, Learning and Resource Development Coordinator, Marketing & Communications	July 2017	