

# STRATEGIC GOALS

(revised December 2012)

## **STRATEGIC GOAL #1**

We will continue to be a full-service organization valued by its members for the quality of its services and its collective effectiveness.

<b><u>STRATEGIC DIRECTION</u></b>	<b><u>ACTION</u></b>
1.1 We will provide quality and timely service to our members as a key commitment of the organization and its staff.	<ul style="list-style-type: none"> <li>• Review and revise Fact Sheets</li> <li>• Produce informative publications such as <i>Renaissance</i>, and <i>Health Matters</i></li> <li>• Introduce and offer social media</li> </ul>
1.2 We will grow our membership through a variety of strategies.	<ul style="list-style-type: none"> <li>• Continue to support and work with Districts on RPWs</li> <li>• Explore additional Preferred Providers</li> <li>• Engage with school boards/colleges and universities</li> <li>• Explore opportunities to enhance services provided to members</li> </ul>
1.3 We will strengthen our organizational structures and enhance expertise in the areas of fiduciary responsibility, risk management and good governance.	<ul style="list-style-type: none"> <li>• Build knowledge base/credentials of RTO/ERO staff</li> <li>• Employ external expertise, as necessary</li> <li>• Provide relevant professional development to Provincial Executive and Committee members</li> <li>• Offer provincial workshops</li> <li>• Review and revise the Constitution, By-Laws, and Structures as needed</li> <li>• Ensure adequacy and judicious management of health plan reserves</li> <li>• Review governance protocols</li> <li>• Review Business Continuity Plan</li> </ul>
1.4 We will maintain and enhance processes and infrastructures that facilitate both internal and external communications.	<ul style="list-style-type: none"> <li>• Continue Provincial Executive and Committee Liaison Topics with Districts</li> <li>• Continue to expand communication with members through technology</li> <li>• Communicate with the Membership in a variety of formats</li> </ul>

## **STRATEGIC GOAL #2**

**We will continue to be the group health plan insurer of choice for the majority of educators, educational support staff, and college and university faculty in retirement.**

<b><u>STRATEGIC DIRECTION</u></b>	<b><u>ACTION</u></b>
2.1 We will be competitive by enhancing and updating our health plans to meet the needs of the majority of members.	<ul style="list-style-type: none"><li>• Undertake an annual review of our health plans</li><li>• Seek and consider improvements suggested annually by members</li><li>• Provide members with the Benefit Entitlement Review (BER) process</li><li>• Survey the membership on a regular basis about our health plans</li></ul>

## **STRATEGIC GOAL #3**

**We will continue to be the lead organization representing the interests of educators, educational support staff, and college and university faculty in retirement, and be their publicly recognized advocate on issues affecting seniors and the wider community.**

<b><u>STRATEGIC DIRECTION</u></b>	<b><u>ACTION</u></b>
3.1 We will advocate at all levels of government on seniors' and community issues, deemed to be in the interest of the majority of members, and these will be reflected in our advocacy efforts.	<ul style="list-style-type: none"><li>• Advocate with Ministers, Party Leaders, and senior civil servants, as appropriate</li><li>• Encourage Districts to engage with MPs, MPPs and with municipal leaders</li><li>• Ask Provincial Committees to identify and research issues and recommend appropriate advocacy action to the Provincial Executive</li><li>• Seek external expertise, as necessary</li></ul>

## **STRATEGIC GOAL #4**

**We will continue to be a catalyst for improving the quality of life for seniors.**

<b><u>STRATEGIC DIRECTION</u></b>	<b><u>ACTION</u></b>
4.1 We will pursue the objects of the RTO/ERO Charitable Foundation.	<ul style="list-style-type: none"><li>• Continue to encourage RTO/ERO members to donate funds towards the establishment of a Chair in Geriatric Research at the University of Toronto</li><li>• Continue to support the Foundation Board in pursuit of the above goal</li></ul>
4.2 We will work with like-minded organizations to improve the quality of life for seniors.	<ul style="list-style-type: none"><li>• Liaise and co-operate with the University of Toronto and other Geriatric Departments at universities in research projects that will involve and benefit RTO/ERO members and seniors in general</li><li>• Liaise with our educational partners (affiliates, associations, school boards, universities, colleges)</li><li>• Liaise with pertinent provincial government Ministries and Departments, e.g. Ministry of Health and Long-Term Care, Ontario Seniors' Secretariat</li><li>• Liaise with like-minded organizations, as appropriate (see note, below)</li></ul>
4.3 We will research, disseminate and encourage wellness initiatives.	<ul style="list-style-type: none"><li>• Continue to develop relationships with preferred partners such as Shoppers Drug Mart and other pharmacies, fitness centres, hearing aid companies</li><li>• Promote wellness initiatives for members in publications such as <i>Renaissance</i>, <i>Health Matters</i>, Fact Sheets, on the provincial website, and in workshops</li><li>• Encourage Districts to model best practices from other Districts</li></ul>

**Note:** Organizations include: Canadian Association of Retired Teachers (ACER-CART), CARP, Ontario Gerontology Association (OGA), Ontario Network for the Prevention of Elder Abuse (ONPEA), Ontario Retirement Communities Association (ORCA), Ontario Society (Coalition) of Senior Citizens' Organizations (OCSCO), Seniors' Advisory Committee on Long Term Care (SALTC), and the Advocacy Centre for the Elderly (ACE).