

## **RTO/ERO'S STRATEGIC PLAN 2012 – 2015**

### **A. VISION STATEMENT**

We will continue to be publicly recognized as the leading voice of Ontario educators, educational support staff, and college and university faculty in retirement and as an organization committed to improving the quality of life of seniors, enhancing services to members as well as providing superior group health plans for our members.

### **B. MISSION STATEMENT**

To ensure the provision of quality services to our members while projecting future needs.

### **C. STRATEGIC GOALS (WHAT WE WANT TO BE)**

1. We will continue to be a full-service organization valued by its members for the quality of its services and its collective effectiveness.
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.
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.
4. We will continue to be a catalyst for improving the quality of life for seniors.

### **D. STRATEGIC DIRECTIONS (HOW WE GET THERE)**

1. We will grow our membership through a variety of strategies.
2. We will provide quality and timely service to our members as a key commitment of the organization and its staff.
3. 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.
4. We will pursue the objects of the RTO/ERO Charitable Foundation.
5. We will enter into strategic coalitions that promote members' and seniors' issues, as appropriate.
6. We will strengthen our organizational structures and enhance expertise in the areas of fiduciary responsibility, risk management and good governance.
7. We will maintain and enhance processes and infrastructures that facilitate both internal and external communications.
8. We will research, disseminate and encourage wellness initiatives.

(Revised December 2012)