

Beyond 2010

Focus and Outcomes For the Planning Profession in Ontario

OPPI's New Strategic Plan

Associations in the 21st Century face many new challenges. Those likely to thrive will have clear strategic intent, invest in turning information into knowledge to enhance decision making, use best practices to support strategic initiatives, and attempt to become a high performance association.

In the fall of 2007 OPPI Council participated in a facilitated workshop to review its strategic intent and focus. As part of the OPPI Council's responsibility and due diligence it looked at what is possible for the association. In turn they developed a current and proactive strategic "Roadmap" to meet the needs of current and future members and become a high performance association.

VISION

Beyond 2010 . . . OPPI has a VISION of its role in the advancement of communities and the profession.

The Ontario Professional Planners Institute: Planning healthy communities through vision and leadership.

MISSION

Beyond 2010 . . . OPPI has a MISSION of the image that it seeks to project with members and key stakeholders.

The Ontario Professional Planners Institute is the voice of the planning profession:

- Leads and supports members to plan healthy communities.
- Acts as a resource and centre of excellence for planning.
- Develops and maintains professional standards in the interest of the public of Ontario.

GOALS

Beyond 2010 . . . OPPI has established GOALS to realize its willed future.

To achieve its vision and mission OPPI will:

1. Engage and recognize members and stakeholders.
2. Be the voice of planners to shape planning policy and achieve healthy communities.
3. Use standards, tools, and legislation to strengthen the planning profession.
4. Grow the planning profession by continuing to attract the brightest and the best.
5. Promote scientific interest and research in planning.
6. Provide strong governance and management leadership.

Goals and Key Strategies

The strategies will assist in achieving OPPI's goals. They are based on current strategic statements and performance, an external environmental scan, issues, member expectations and surveys, and our strengths, weaknesses, opportunities and threats.

Goals & Key Strategies

To achieve its vision and mission OPPI will:

1. Engage and recognize members and stakeholders

Key Strategies & Outcomes

- Enhance District operations and create opportunities for information sharing. *(Updated District Handbook and evidence of new practices implemented by Spring, 2009)*
- Obtain broader member input on issues, expectations and satisfaction through enhanced survey policies and supportive procedures. *(Survey policy and procedure developed by Spring, 2009)*
- Increase access, networking, and the sharing of knowledge through technology. *(Participate in Task Force as part of Membership Continuous Improvement Project (MCIP) to review technology requirements and shared services feasibility – scheduled for 2009)*
- Provide member services and programs based upon a comprehensive policy. *(Policy developed by Fall, 2009)*

2. Be the voice of planners to shape planning policies & achieve healthy communities

Key Strategies & Outcomes

- Continue to develop and deliver the Healthy Communities Initiative. *(Charter, tool kits, etc.). (Comprehensive Program Approval by Fall 2008)*
- Improve the image and awareness of planning and the profession through the Healthy Communities Initiative. *(Evaluate results at each Council meeting)*
- Support the Healthy Communities Initiative and advance other OPPI interests through partnerships. *(Partnership Policy and report reviewed annually or by major initiative)*
- Strengthen OPPI's capacity to respond to new critical issues, develop policy papers or educational supports through the development of policy and practices. *(New policy by Spring 2009)*
- Promote the Registered Professional Planner (RPP) designation, and the professional standards established through the Membership Continuous Improvement Process – “raising the bar”; review best practices used by professional associations to support image and awareness activities. *(Revised OPPI Communications and Marketing Plan by Winter 2010)*

Goals & Key Strategies

3. Use standards, tools, & legislation to strengthen the planning profession

Key Strategies & Outcomes

- Implement a Continuous Professional Learning standard and support program through the development of policy and a plan.
(Link to MCIP implementation)
- Contribute to the development of new standards through the MCIP.
(New competency, ethical, and certification standards and policy developed by Fall, 2008)
- Develop a contingency plan in the event that the MCIP is not implemented nationally.
(By Spring, 2009)
- Investigate the feasibility of regulating the planning profession through provincial legislation.
(Report on feasibility by Spring, 2010)

4. Grow the planning profession by continuing to attract the brightest and the best

Key Strategies & Outcomes

- Support the growth of planning schools by reviewing Accreditation Standards through the MCIP process.
(Approval of new standards by Summer, 2009)
- Participate with CIP and other Affiliates to conduct a major membership recruitment campaign along with ongoing recruitment and retention activities.
(Campaign delivered and includes new standards by Fall, 2010)

5. Promote scientific interest & research in planning

Key Strategies & Outcomes

- Review the feasibility of establishing a foundation to support planning research and education.
(Report on Feasibility by Spring, 2009)

6. Provide strong governance and management leadership

Key Strategies & Outcomes

- Develop and deliver programs using a project management approach.
*(Healthy Communities Program, etc.)
(Implement model by Spring, 2009)*
- Achieve the strategic plan objectives by determining the administrative support required, in light of MCIP changes and longer term opportunities.
(Prior to approval of the next budget and for each major initiative)
- Explore ways to increase the funding available to obtain additional administrative support and develop member resources.
(Prior to approval of the next budget and for each major initiative)
- Review volunteer management, leadership development/mentoring, and orientation policies and practices.
(Recommendations for improvement by Summer, 2009)