

RASC Strategic Plan Feedback

- 1) Please do not use “business O.D. newspeak” when deploying information to the centres or members (e.g. SWOT, marcom, etc...). These terms are not familiar to the average member and discourage engagement in the discussion.
- 2) The performance indicator must be more quantitative than just having a “Centre Support Program” completed. There should be some user “grading” that can be used to evaluate the usefulness and utilization of the materials. The Centre Support Program should also include a maintenance plan that is designed to keep the material current, tracks usage, and maintains awareness of the content available.
- 3) Comments for the Volunteer Support Program are the same as those noted in 2) above.
- 4) There is no indication of how centre members can assist in either of the first two strategies. Hopefully they will have the opportunity to assist and share versus having the national executive tell them what they need.
- 5) The “measurables” defined for improving customer response times are better than the first two strategies because they are specific and measurable. Another item that should be tracked is the timeliness of delivery for the Journal and Skynews. In the past, delivery has been unreliable, and it is a well known fact that you can’t improve if you don’t measure.
- 6) Regarding Strategy #4, there were positive comments for increasing revenue streams that do not include annual fees.
- 7) Regarding strategy #5, although not mentioned, the penetration into new market segments must be supported by offering services desired by these new segments and actively selling those services.
- 8) The tactics outlined for developing a marketing plan appear constrained by following past approaches that have had limited success. Fresh approaches to developing new market segments requires “stepping out of the box” or the utilization of non-traditional methods. Consider using different communications/media streams (target sector periodicals, electronic social media, mall interviews, etc...). The timeline (Dec 2010) appears to constrain obtaining information from an expanded membership base. Consider taking more time to perform a more thorough market analysis.
- 9) The average Centre member doesn’t care about by-law reform. They are more interested in the services provided, not in how they get delivered to them. By-law reform should be results oriented (i.e. better services and reduced fees). Can measurable performance factors be established to gauge success, such as reduction in National Council effort hours expended on by-law matters?
- 10) Approval for the establishment of the new Executive Director was based on two key factors – reduction in the “burn-out” of the executive committee and net positive cash flow with the creation of the position. Strategy deployment is much more effective when individuals actively support and pursue them by creating their own personal action plans based on those strategies. I would suggest that the performance evaluation for the executive director be directly linked to the desired results defined in the strategies. This performance measure would include continuation of employment and compensation.