







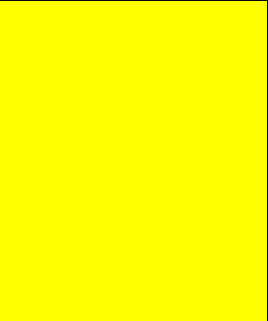
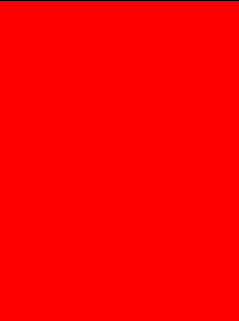

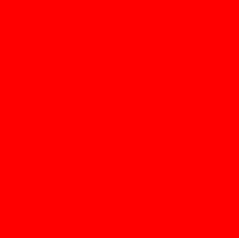


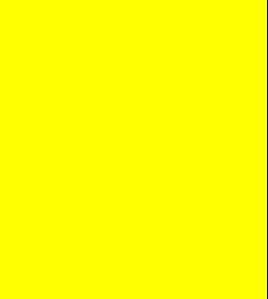














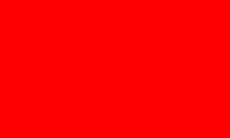
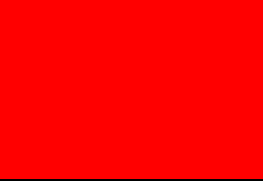
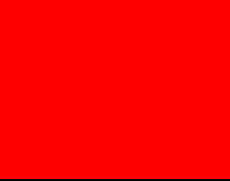
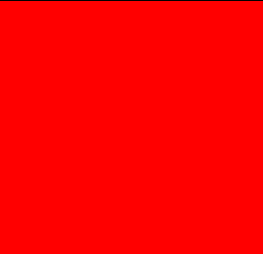





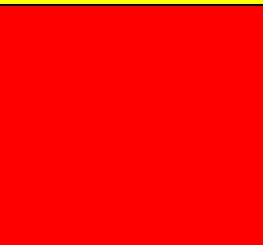
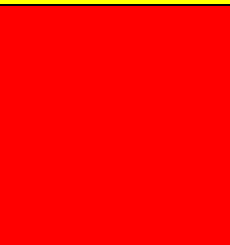






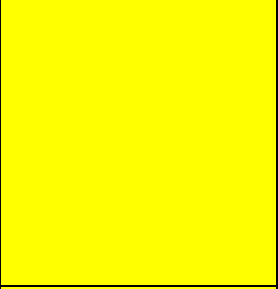
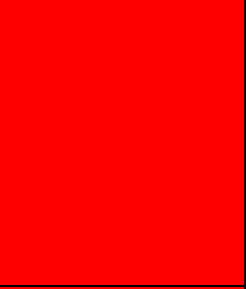
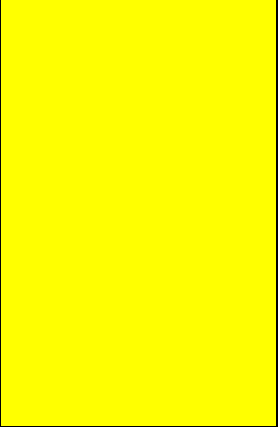
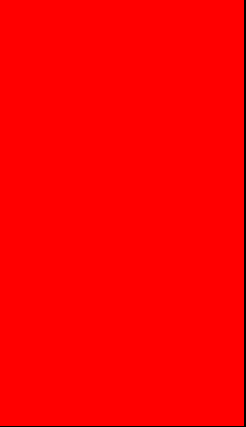


Short Term Goals: Paramedic Chiefs of Canada

Strategy (S)#	Short Term Goal (next 6-12 months)	Task/Sub Task	Value	Time	Estimated Effort	Resources	Skills	Success Measured By
➤ Sub Task (ST)#				 =0-4 months	 = 2-10hrs			
				 =4-8 months	 = 10-20hrs			
				 =8-12 months	 =>20hrs			
S1	Re-affirm the "Vision" of EMS in Canada and as such the mission and goals of PCC	<ul style="list-style-type: none"> introduce session document at March Board meeting 	<ul style="list-style-type: none"> approval of focus and strategy to achieve 			<ul style="list-style-type: none"> completed 	<ul style="list-style-type: none"> completed 	<ul style="list-style-type: none"> Board presentation March 10,2014
		<ul style="list-style-type: none"> conduct an evidence-based review to validate vision is being adopted across Canada 	<ul style="list-style-type: none"> confirms and validates the White Paper and identifies areas for updating provides qualitative evidence identifies gaps or weaknesses in the white paper 			<ul style="list-style-type: none"> consultant , external review, internal lead rep, must have access to Chiefs fluid survey 	<ul style="list-style-type: none"> data analysis team to develop question clear understanding of research 	<ul style="list-style-type: none"> documented evidence with examples that in all parts of Canada all elements of the white paper are in practice
		<ul style="list-style-type: none"> develop comprehensive communication plan to promote the vision (ST5) 	<ul style="list-style-type: none"> establishes PCC as official source for all national paramedic issues 			<ul style="list-style-type: none"> ST5 	<ul style="list-style-type: none"> ST5 	<ul style="list-style-type: none"> demonstrated evidence that local and provincial paramedic services, stakeholders and partners refer to PCC as official national voice
S2	Reinforce, re-invigorate, re-establish and where required re-build relationships through the re-engagement of PCC membership (partners and key stakeholders)	<ul style="list-style-type: none"> define partners and industry stakeholders 	<ul style="list-style-type: none"> ensures the proper people are at the table – who is missing? 			<ul style="list-style-type: none"> executive review and prioritize partner list 	<ul style="list-style-type: none"> familiar with partners corporate history Kelly 	<ul style="list-style-type: none"> report that contains a completed inventory of stakeholders categorized by relationship
➤ ST2.1	Relationship building - must provide "value added" to maintain our current membership and commence a steady expansion at all three levels Tier 1, 2 and 3	<ul style="list-style-type: none"> define value - what does each Tier expect? 	<ul style="list-style-type: none"> ensures the association is meeting membership expectations 			<ul style="list-style-type: none"> survey partners and industry stakeholders other recent surveys membership services committee 	<ul style="list-style-type: none"> Membership Services Committee 	<ul style="list-style-type: none"> report that defines each Tier 's interests and expectations of the PCC with outcome based metrics

Strategy (S)#	Short Term Goal (next 6-12 months)	Task/Sub Task	Value	Time	Estimated Effort	Resources	Skills	Success Measured By
➤ Sub Task (ST)#				 =0-4 months	 = 2-10hrs			
				 =4-8 months	 = 10-20hrs			
				 =8-12 months	 =>20hrs			
		<ul style="list-style-type: none"> An example of providing value at various tiers may be to have a national Paramedic Service competition hosted by PCC 	<ul style="list-style-type: none"> this will get more of our current membership aware of what the PCC is doing which will help attract new membership 			<ul style="list-style-type: none"> bi-monthly meetings to get this lined up with the current competition and we will need to find sponsors to host the event 	<ul style="list-style-type: none"> current provincial Associations to support this and a current member of the PCC board to help 	<ul style="list-style-type: none"> hosting an event that aligns with all tier member expectations as demonstrated through participant attendance and post event survey
➤ ST2.2	Educational leadership collaboration with Canadian post-secondary educational institutes	<ul style="list-style-type: none"> establish partnerships to deliver leadership education specific to advance paramedic services identify collaboration opportunities i.e. work SEMSA and OAPC on this issue 	<ul style="list-style-type: none"> provides PCC endorsed formal education to ensure leadership development provide uniform, focalized leadership training to advance Paramedic Services ensures no duplication of efforts at provincial and local levels identifies existing programs to evaluate effectiveness 			<ul style="list-style-type: none"> Leadership Committee Leadership Committee chair to review work to date sub-committee 3-5 people to develop working plan NOCP 	<ul style="list-style-type: none"> environmental scan expertise in leadership development knowledge of educational systems and programs 	<ul style="list-style-type: none"> the development of a formalized framework to promote leadership education with outcome based metrics
S3	Provide meaningful member service to advance role of Paramedic Services in healthcare and grow and commit revenue	<ul style="list-style-type: none"> identify how the meaningful services link to promotion of healthcare and viability of the association 	<ul style="list-style-type: none"> develop greater understanding of our members of how PCC links to healthcare advancement ensures focus is on advancing roll in health care encourages membership participation 			<ul style="list-style-type: none"> white paper fluid survey Board driven retrospective surveys webinars conferences 	<ul style="list-style-type: none"> Board Must have a national Paramedic Services perspective 	<ul style="list-style-type: none"> the development of detailed report that connects PCC to the promotion of healthcare affirming focus of Association
➤ ST 3.1	Show value to our membership - tell the story	<ul style="list-style-type: none"> provide historical review of PCC and relevancy to the future at the June meeting 	<ul style="list-style-type: none"> provides reasons why the PCC should be important to all Paramedic Service leaders in Canada 			<ul style="list-style-type: none"> Bruce Farr 	<ul style="list-style-type: none"> strong national Paramedic Services leader with historical presence 	<ul style="list-style-type: none"> presentation at June 2014 conference
		<ul style="list-style-type: none"> develop method(s) for members of all levels to have access and influence on PCC 	<ul style="list-style-type: none"> achieve buy-in at all levels produces pathways for advancement and success at all levels 			<ul style="list-style-type: none"> Membership Services Committee 	<ul style="list-style-type: none"> Knowledge of membership needs (ST2.1) 	<ul style="list-style-type: none"> Creation of a plan to allow greater membership access to PCC with outcome based metrics

Strategy (S)#	Short Term Goal (next 6-12 months)	Task/Sub Task	Value	Time	Estimated Effort	Resources	Skills	Success Measured By
➤ Sub Task (ST)#				 =0-4 months	 = 2-10hrs			
				 =4-8 months	 = 10-20hrs			
				 =8-12 months	 =>20hrs			
		<ul style="list-style-type: none"> develop follow-up communication strategy to continue telling our story(see ST5) 	<ul style="list-style-type: none"> to continue the conversation of importance of PCC 			ST5	<ul style="list-style-type: none"> communications experts 	<ul style="list-style-type: none"> completion of ST5
➤ ST 3.2	Governance and organizational restructure to meet the national mosaic and realities of the industry today and into tomorrow	<ul style="list-style-type: none"> develop a position statement and strategy from the Board to address governance 	<ul style="list-style-type: none"> ensures efficiency in Board management more transparent ST2 			<ul style="list-style-type: none"> Board Governance committee 	<ul style="list-style-type: none"> understanding of TOR and what the changes result in 	<ul style="list-style-type: none"> Governance restructuring completed with new Board composition and TOR
		<ul style="list-style-type: none"> develop a procedural document to provide clarity on organizational structure including roles and responsibilities 	<ul style="list-style-type: none"> supports ST2 and efficiency understanding of Board functionality at all levels of membership 			<ul style="list-style-type: none"> Board Governance Committee 	<ul style="list-style-type: none"> administrative skills knowledge of structure and form of model business background 	<ul style="list-style-type: none"> creation of a procedural document that includes Board member titles, JD's and all policies and procedures
S4	Develop the 2015 and the forecast 2016 budget to enable the commitment of resources to advance public policy	<ul style="list-style-type: none"> creation of a multi-year budget using objective increases 	<ul style="list-style-type: none"> provides ability for longer term planning establishes annual goals for funding increases 			<ul style="list-style-type: none"> historical budgets budget forecast 	<ul style="list-style-type: none"> financial management and planning 	<ul style="list-style-type: none"> submission of 2015 budget and include draft 2016 budget
➤ ST 4.1	Increase membership by 10 % in 2015	<ul style="list-style-type: none"> develop a plan to implement a membership “drive” develop long term plan 	<ul style="list-style-type: none"> provide information to Paramedic Services professionals why to join provide financial stability to the PCC 			<ul style="list-style-type: none"> results of ST2 and ST3 review other organization memberships to define expected long term growth percentage 	<ul style="list-style-type: none"> champions in each province 	<ul style="list-style-type: none"> increased membership in all tiers in the 2015 calendar year by at least 10%
➤ ST 4.2	Achieve a sustainable revenue model to ensure day to day operational viability and provide the ability to fund/invest development	<ul style="list-style-type: none"> create core funding streams through membership, sponsorship and other means 	<ul style="list-style-type: none"> ensures viability and sustainability of PCC permits long term planning 			<ul style="list-style-type: none"> results of ST2, ST3 and ST4.1 Sponsorship Committee Membership Services Committee 	<ul style="list-style-type: none"> NFP organizational management Financial management 	<ul style="list-style-type: none"> submission of rolling 5 year budget forecast

Strategy (S)#	Short Term Goal (next 6-12 months)	Task/Sub Task	Value	Time	Estimated Effort	Resources	Skills	Success Measured By
➤ Sub Task (ST)#				 =0-4 months	 = 2-10hrs			
				 =4-8 months	 = 10-20hrs			
				 =8-12 months	 =>20hrs			
S5	Develop a strategic communication plan	<ul style="list-style-type: none"> create a comprehensive plan to enhance internal as well as external communications utilization of conventional mediums as well as social media 	<ul style="list-style-type: none"> enhance communications with stakeholders, members, and public improved branding of PCC provides effective communications on important topics and issues 			<ul style="list-style-type: none"> communications expert within operating company i.e. Toronto? 	<ul style="list-style-type: none"> communications experts 	<ul style="list-style-type: none"> Submission of a comprehensive communication strategy including implementation plan and outcome based metrics
		<ul style="list-style-type: none"> develop a branding strategy to promote the PCC and identify the organization as the official spokes-organization for all things of a national Paramedic Services interest i.e PSA's during Paramedic Services Week 	<ul style="list-style-type: none"> demonstrates the positive nature of Paramedic Services which will help with retention and recruitment of all levels of membership this will this will get more of our current Partners / Sponsors of the PCC to see that they are helping profile paramedics in the country and that their sponsorship is going to help make this happen 			<ul style="list-style-type: none"> Branding expert – possibly private firm? 	<ul style="list-style-type: none"> Sponsorship Committee PR firm 	<ul style="list-style-type: none"> Submission of a branding program with outcome based metrics to bolster the identity of the PCC