



MROO

Municipal Retirees
ORGANIZATION ONTARIO

2016 WORK PLAN

(adopted by the Board of Directors – December 2015)

DELIVERABLE Actions to be taken in 2016 to pursue strategic plan objectives	WHO is responsible for seeing that it is delivered	WHEN Will it be delivered by	INDICATOR that tells it has been completed
STRATEGY #1			
Continue to improve current services to members and develop new services identified in the member survey			
Continue to survey our members every three years re existing services and potential new services	Executive Director	2018	N/A
Continue to use all available methods to increase attendance at Spring and Fall zone meetings	Directors	Spring and Fall 2016	10% of members attend annual zone meetings
Organize local coffee/muffin morning meetings for members and prospective members	Directors	Throughout 2016	1 coffee/muffin meeting per zone

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Periodic broadcast emails to members with links to educational or advocacy content	Executive Director Integreat Marketing Webmaster	Throughout 2016	At least 6 in 2016
Arrangements with one or more travel/tour firms to offer travel discounts to MROO members and/or arrange trips for MROO members	Executive Director	March 2016	RFP sent out one or more proposal(s) accepted and advertised to members
Sponsor or arrange local special interest programs / courses / events in partnership with other local organizations	Directors	Within 2016	1 co-sponsored local special interest program /course /event per zone
Based on advice from ENCON Group and Mitchell Abbott Group (MAG) continue to seek affordable improvements to MROO-sponsored retiree insurance programs	ENCON Group Mitchell Abbott Group	September 2016	potential insurance benefit improvements considered in September 2016
Continue to promote retirement planning seminars and provide current retirement planning information	P. Hollins Executive Director Integreat Marketing	Within 2016	20 seminars in 2016 400 new members via seminars updates of Retirement Planning Guide complete 1 loss leader seminar for OASBO committee 1 seminar hosted by a school board 1 presentation to association conference 1 article in a human resources or professional magazine

DELIVERABLE	WHO	WHEN	INDICATOR
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STRATEGY #2			
Continue advocacy on behalf of OMERS retirees			
Maintain current level of advocacy with OMERS	Maintain current level of advocacy with OMERS	Maintain current level of advocacy with OMERS	Maintain current level of advocacy with OMERS
Non-partisan participation in federal and provincial elections	Executive Director	June 2016	MROO advocacy summary updated and posted on website and broadcast email
Advocate on behalf of defined benefit pension plans and expansion of the CPP	President Executive Director	Throughout 2016	Active in key networks Effective, timely response to issues and consultations Letters to federal and provincial governments re CPP and DB pensions
Survey members on advocacy and retirement issues	Executive Director Integreat Marketing Webmaster	September 2016	One member e-survey At least two , submissions, or presentations generated from survey

STRATEGY #3			
Increase membership and improve membership communication methods			
Increase membership	Everyone	Throughout 2016	2000 net new members in 2016
Improve website	Ad Hoc Committee Webmaster	First Quarter 2016	Website hits monitored
Improve newsletter delivery methods (email, website, snail mail)	Executive Director	December 2016	Offer in November newsletter to send e-newsletter beginning in 2017 to anyone who prefers

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Make more human resource departments aware of MROO	President Executive Director	Throughout 2016	Presentations made to relevant OASBO committees Contact made with at least one other employer association
Continue to work with OMERS to make OMERS members aware of MROO	President Directors Executive Director	Throughout 2016	Attend 100% of OMERS' member information sessions Presence and presentations at OMERS' information sessions for active members OMERS channels used to notify OMERS retirees about zone meetings

STRATEGY #4			
Increase support for representatives to better serve members and promote MROO			
Increase usage of existing tools and develop new tools and guidelines as needed	Integreat Marketing	Spring 2016	New tri-fold brochure designed, mass produced and used at events retaining professional format
Improve training for representatives at the zone level	President Directors Executive Director Office Support Staff	Throughout 2016	Every representative has had face-to-face training and materials supplied Board minutes provided to alternates and ambassadors Each director has held at least one zone level "team meeting"
Provide director training in areas of identified priority	President Executive Director Office Support Staff	Throughout Summer	At least one training session in one of the training priorities identified by the Directors In-depth, in-person orientation provided to each new Director High level of confidence by Directors

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			regarding their effectiveness
Share successes, ideas, issues and resources with other Zone Directors	Directors	January 2016	Each zone director produces a 2016 “work plan” for discussion with zone team June long range planning meeting focused on success sharing
Increase the number of Ambassadors to assist Directors to arrange local services, events, and partnerships and to provide zone coverage	Directors	Throughout 2016	1 active Ambassador in every major centre in each zone At least one active ambassador or alternate from each major employee association and union in OMERS plan
Ensure that adequate resources/ support service personnel are in place as needed to achieve preceding goals and in keeping with available funds	Treasurer Directors Executive Director	December 2016	2017 annual budget and annual strategic work plan developed in synch Directors submit 2017 work plan for consideration with 2017 budget