

# **BCODN Strategic Platform 2007 - 2012**

## **Vision**

Helping you create remarkable experiences.

## **Mission**

BCOND exists to:

- Provide a supportive learning community for OD Professionals to network with their peers and to engage in activities to enhance their professional development;
- Have an impact on individuals, their workplace and community
- Create awareness of the value of OD within the various communities in the province of BC.

## **Values**

We value:

- Social responsibility: contributing to the benefit and well-being of the earth and its people
- Social justice: contributing to equitable policies, principles and practices in organizations and communities
- Appreciation of the interconnectedness of systems
- Inclusion of people, ideas, perspectives and cultures
- Continued improvement and innovation in organizations
- Participatory approaches to organizational change and management that respect the contributions, dignity, and worth of all people
- Collaboration and partnership with clients
- Cooperation and support among colleagues
- Ongoing personal and professional development
- Knowledge of self and understanding of one's impact in the OD process

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## Goals, Objectives, Strategies

What do we want to achieve?		How will we get there?	
Goals 5 year	Objectives 1- 3 year	Strategies 1 year	Immediate Implications May – September
Easy ways to network and share information	Members organize, influence and manage the direction of their own communications and interaction.	Provide an electronic medium for members to share information.	<ul style="list-style-type: none"> <li>• Research and recommendations re blog (face book) (Debbie/Louisa)</li> <li>• Pilot the blog with the new Board.</li> </ul>
		Host fall networking event to establish connections and relationships, and to recruit members.	<ul style="list-style-type: none"> <li>• Jen- take lead on organizing for next fall (prices from Louisa)</li> </ul>
		Host a member-appreciation event at the end of each year	<ul style="list-style-type: none"> <li>• Sheila/Phyllis for 2007</li> </ul>
Peer-learning	Members connect to initiate and support their own and each others' learning.	Provide tools and processes for membership to initiate learning with each other (place to post tools on web, pro-consult format).	<ul style="list-style-type: none"> <li>• Debbie – audit of web site and get a framework in place so it is ready.</li> <li>• Use web site to facilitate pro-consult (i.e. tools, agenda, processes)</li> <li>• Determine role of Board in supporting pro-consults</li> </ul>

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What do we want to achieve?		How will we get there?	
		Board will host events / case studies based on the emerging interests of members.	<ul style="list-style-type: none"> <li>• Mark / Debbie – survey members to seek input on strategic plan and emerging interests</li> <li>• Take pulse at the Sept networking event</li> </ul>
		Facilitate collaborative learning to enhance OD practices and capabilities and the transfer of increased capabilities to non-profit clients (BCO)	<ul style="list-style-type: none"> <li>• Debra / Debbie - June newsletter interview BCO members and clients.</li> </ul>
Vibrant and diverse membership	Attract and retain members who represent diverse aspects of OD.	Maintain membership offering, prices, etc.	<ul style="list-style-type: none"> <li>• Randall: Define a framework for tracking diversity and updating SPORG to capture member demographics. Debbie will provide a sample.</li> </ul>
		Use marketing / communication strategies that are distinct for members and non-members.	<ul style="list-style-type: none"> <li>• Retain Debbie for next year.</li> </ul>
		Assign a Board liaison / contact for each member.	<ul style="list-style-type: none"> <li>• Requires action – next year</li> </ul>

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What do we want to achieve?		How will we get there?	
Valuable hub for resources	Recognized as the go-to place for receiving and sharing information within the OD community.	Establish and promote consistent use of a brand and tag line	<ul style="list-style-type: none"> <li>Requires process – next year</li> </ul>
		Charge fees for non-members to communicate with our members.	<ul style="list-style-type: none"> <li>Require a policy – next year</li> </ul>
		Maintain a member-only resource centre (calendar, tools, templates)	<ul style="list-style-type: none"> <li>Requires action – next year or summer (Debbie and?)</li> </ul>
Uniquely OD professional development	Translate best practice / innovative OD into my own professional practice.	Offer one or two premier professional development workshops.	<ul style="list-style-type: none"> <li>Erin – book Dr. Stephen (Feb?)</li> <li>Sheila – share information re Robert Schaefer's Group</li> </ul>
Impact	Members share stories on how they've made a difference in their communities and what they have learned about OD.	Recognize individuals' and organizations' stories and successes about the value of OD and their learning.	<ul style="list-style-type: none"> <li>Newsletter, interviews, case studies, panels</li> </ul>
	Organizations articulate how the practice of OD has helped them achieve their goals and purpose.		
	Non-profit clients are better able to service their clients and community.	Link volunteer consultants / teams with non-profit organization who require OD expertise.	<ul style="list-style-type: none"> <li>Debra - Volunteer Vancouver as a partner in finding consulting projects.</li> </ul>

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### **Operating Practices – Things to consider to implement this plan**

- Provide 1 month notice for events with multiple reminders
- Change fees at every event to reinforce commitment
- Retain Debbie
- Membership fees and other fees cover all operating costs, and the right resources to get the work done (i.e. hire an event coordinator for large events)
- For every idea, make sure there are the resources to get the work done
- Recruit a board member who has an interest in technology
- Trust the process and let members self-organize (not over function)
- Consider recruiting a someone with an accounting background
- Build a resource pool to respond to member requests (i.e. free meeting rooms, virtual assistants, etc)
- Set schedule for Board interaction and meetings (have funding to support conference call capability)
- Clear roles and responsibilities for Board members, right to a tactical level

### **Next Steps**

- Each person today follow up with those who couldn't attend:  
Debra / Lisa, Sheila / Jen, Randall / Erin, Louisa / Gary, Phyllis / Mark
- Debbie to send out information re nomination process, info re strategic plan, invite to May event, and promote membership renewal. Sheila as point person for nomination process.
- All – recruit Board nominees
- Randall – send info re motion for May 24<sup>th</sup>.
- Sheila / Board to meet 5:30 on May 24<sup>th</sup> for Board meeting, before social event
- Sheila – plan activity for May 24<sup>th</sup> event – with Phyllis
- Phyllis – arrange catering, food, drinks for May 24

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