

MED STRATEGIC PLAN 2008-2012

SUMMARY

In 2007, the MED Executive Committee retained Donald Golob Consulting to facilitate a strategic plan document. The goal of the project was to review the existing terms of reference, understand the purpose of the MED, identify our strengths, and develop a set of action items designed to improve the services delivered to the members.

A total of three meetings were held with and without the consultant to discuss various aspects of the Division. The effort culminated in a draft capital plan and a series of action items designed to be addressed over the course of the Strategic Plan period.

The results have thus far been successful. The division is financially sustainable, membership has increased and attendance at seminars interest has been strong over the past two years. There is more work to do specifically with member communication and engagement with Council.

This summary document identifies the key issues that the Executive Committee is tackling. A copy of the entire strategic plan is available on the MED website at www.medbc.ca.

MED PURPOSE

The purpose and objectives of the Division are:

- a. the advancement of all aspects of Municipal Engineering;
- b. the presentation of considered opinions to Council;
- c. with written consent of Council, to act on problems pertinent to the interest of Municipal Engineers.

Programs and Services Offered

- ♦ Seminars - typically 2 per year with topics of interest to the membership, with a typical attendance of 30-40 per seminar
- ♦ Tours - usually 1 per year of municipal engineering related projects and infrastructure
- ♦ Annual Conference - host 4 presentations in conjunction with the APEGBC annual conference
- ♦ Newsletter
- ♦ Partnerships with other related organizations
- ♦ Website - www.medbc.ca

STRATEGIC DIRECTIONS

The strategic directions were developed by analyzing what makes the MED unique, specifically:

The MED & our members have specialized knowledge and expertise on how municipalities should and do operate from a municipal engineering perspective

The following broad categories were seen as areas of improvement. Tackling these issues will advance the division and allow us meet our purpose better:

- Membership Analysis - understand the makeup of current and potential members. This includes the makeup of seminar attendees as well;
- Issue Identification - ensure that seminar themes are relevant to a broad cross section of membership. Consult members for suggestions as much as possible;
- Operating Model - Consider recruiting volunteers to form committees, reporting to the Executive Committee, to help with seminar planning, communications and member support;
- Improved Communications - Develop a website designed to keep members current and provide a means to share information;
- Sustainable Financial Model - Eliminate annual deficits
- Partnerships - Develop key partnerships with groups such as CEBC, APEGBC Council, MMCD and others.

SUCSESSES

- The Division has posted two consecutive surplus years. Minor increases to seminars prices and sponsorship arrangements have driven the improvement. Although annual membership fees have not been increased.
- More networking time has been built into the events. Response from members has been positive regarding the change.
- Membership has increased 8% since the Strategic Plan was completed.
- The 2008 and 2009 AGM events have included MMCD and CEBC as participating stakeholders. Both events contained rich content and were well attended.

MORE WORK TO DO

- Finalize and debut new website
- Continue building partnership with APEGBC Council
- Transition to E-newsletter
- Introduce regular member engagement and feedback looping

- Consider forming sub committees to help with the website and seminar organization.

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MED Past Chair
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