

STRATEGIC PLAN – MARCH 2018

Short term action: Current – 2 years out

1. **Communications** – Create internal and external communications that give a positive message about LTC care by clinician.
2. **Networking**: Design internal and external take advantage of networking opportunities through the membership, conference and other LTC organization.
3. **Engagement**: Promote and enable member engagement.
4. **Promotion, Advocacy, Showcasing**: Engage the membership at the conference, on the website, in newsletters, with MPPs and stakeholders, and general public.
5. **Maintain and grow the membership**: Reach out to younger LTC clinicians.

Medium Term: 3- 5 year out

1. **Responding to the needs of an expanding sector** – Advocate for appropriate capacity and needs of those requiring long term care.
2. **Leadership** – Generate renewal and secession for the Board and committees.
3. **Find sustainable sources**- Expand reserves and sources of revenues.
4. **Partnerships**- Grow and develop new partnerships.

Long Term: 5 – 10 years out

1. **Develop a resource centre** – Become a leader in LTC care expertise that includes competencies, clinical tools and practice standards.
2. **LTC training** – Advance undergraduate, post-graduate and continuing professional development in long term care.
3. **Promote research and innovation**
4. **Advocate for future election cycles**