

Key Priorities for: 2008 - 2013

Effective strategic planning requires us to focus on a few key priorities, while at the same time continuing to attend to all the important area that relate to our mandate as outlined in our mission statement. A priority is often carried out over more than one year.

- *Organizational Structure*
 - *Tasks and responsibilities*
 - *Board Meetings*
- *Fiscal Responsibility*
 - *Budget*
 - *Fund Development*
- *Communication*
 - *Website*
 - *Newsletter*
 - *Posters, bookmarks*
 - *Internal communication*
 - *External communication*
 - *Conferences*
- *Sustainability*
 - *Membership*
 - *Board membership, human resources, volunteers*
 - *Executive director – paid position*
- *Program*
 - *Book selection*
 - *Gala – winning authors attendance, reading at host school*
 - *Launch*
 - *Educational activities*

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Priority: Organizational Structure – Tasks and Responsibilities

- Goal: Create written job descriptions to fit the tasks and responsibilities

Strategies	Who?	When?	Status
Review and revise <i>SYRCA Board Responsibilities DRAFT</i>	Board	Annually	Ongoing
Develop procedural manual aligned with policy for: membership president secretary external communication fundraising web management local fundraising poster & bookmark printing, distribution AGM awards and recognition treasurer launch newsletter	Board members Ann, Florence, Ruth Deb (Marion?)	Draft Nov. 09	Ongoing
Ensure new board members have procedures	President	Annually	Ongoing
Assign tasks and responsibilities equitably to board members, cognizant of member's strengths	Board	Annually	Ongoing
Identify board positions that need mentoring	Board	Annually	Ongoing

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Priority: Organizational Structure – Board Meetings

- Goal: Explore meeting alternatives (electronic format)

Strategies	Who?	When?	Status
Research formats	Interested board members	Annually	Ongoing

Priority: Fiscal Responsibility - Budget

- Goal: Budget to adequately reflect our fiscal requirements

Strategies	Who?	When?	Status
Build a reserve	Board	Annually	Ongoing
Adequately budget for meeting expenses	Treasurer	Annually	Ongoing
Ensure compliance with CRA (Canadian Revenue Agency)	Treasurer	Annually	Ongoing
Budget for adequate funds to bring three winning authors or substitutes as approved by the board, to Gala	Fundraising committee	Annually	Ongoing

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Priority: Fiscal Responsibility – Fund Development

- Goal: Obtain sufficient funding to sustain and carry out SYRCA

Strategies	Who?	When?	Status
Corporate sponsorships	Fundraising committee	Annually	Ongoing
Grant sources	Fundraising committee	Annually	Ongoing
Individual donors	Fundraising committee	Annually	Ongoing
Memberships	Board director	Annually	Ongoing
Regional fundraising activities (i.e. dinners, brunches)	Board members	Annually	Ongoing
Develop fundraising package	Fundraising committee	Annually	

Priority: Fiscal Responsibility – Fund Development

- Goal: 20% of budget income generated from memberships

Strategies	Who?	When?	Status
Appoint membership chair from board	Board	2009	
Generate ideas to increase membership	Board	2009	
Generate promotional ideas	Board	2009	

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Priority: Communication – Website

- Goal: Maintain and enhance current website

Strategies	Who?	When?	Status
Develop a board log-in	Web committee - Marion	Annually	Completed
Develop online voting (vote summary form entered by teacher),	Web committee – Marion	Annually	Completed
Ensure website is current and serves the goals of SYRCA	Web committee – Val	Ongoing	Ongoing
Provide information and forms (bookmarks, ballots, etc.)	Web committee	Annually	Ongoing
Acknowledge contributions by patrons, donors and friends	Web committee, fundraising chair	As required	Ongoing

Priority: Communication – Newsletter

- Goal: Produce and circulate two newsletters per year, as per policy

Strategies	Who?	When?	Status
Appoint Newsletter coordinator – duties to ask for submissions and write newsletter	Board	Annually	Completed
Board members submit newsletter items	Newsletter coordinator	Twice yearly	Ongoing

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Priority: Communication – Posters and Bookmarks

- Goal: Implement an effective distribution system

Strategies	Who?	When?	Status
Develop contact list for provincial distribution	Distribution coordinator	Updated annually	Completed 09/09
Increase printing numbers (i.e. Shining bookmarks)	Board	Annually	Completed 02/09
Package for individual schools in small or rural divisions if required	Distribution coordinator	Annually	Completed 03/09
Appoint board member coordinator for distribution	Board	Annually	

Priority: Communication – Internal Communication – board members

- Goal: Enhance communication between board members

Strategies	Who?	When?	Status
Provide easy access to current information, policies and archives	Board members to website committee	As required	Completed 09
Website log-in with access to RSS feed	Website committee	As required	Completed

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Priority: Communication – External communication

- Goal: Foster positive relationships with Canadian publishers, authors and illustrators

Strategies	Who?	When?	Status
Appoint a VP to be in charge of publisher/author communication	Board	Annually	Completed 09
Maintain a current list of publishers and contacts	VP in charge of publisher/author communication	Annually	Ongoing
Maintain a current list of authors and illustrators	VP in charge of publisher/author communication	Annually	Ongoing
Acknowledge submissions	Committee chairs	Annually	Ongoing

Priority: Communication – External communication Media

- Goal: Foster positive relationship with media, heighten public profile

Strategies	Who?	When?	Status
Appoint a public relations coordinator	Board	09	
Establish and maintain media contacts – print, broadcasting; Family Literacy Day (interviews, articles)	Public relations coordinator	Ongoing	
Create a list of personalities (Linda Haverstock?)	Board, Public relations coordinator	Ongoing	Carry forward
Pursue a high profile spokesperson as partner	Board, Public relations coordinator	Ongoing	

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Priority: Communication – Conferences

- Goal: Maintain a presence at appropriate conferences

Strategies	Who?	When?	Status
Create a list of conferences including contacts	Board	Annually	
Pursue opportunities to present	Board	Annually	

Priority: Sustainability

- Goal: Expand volunteer base, make effective use of volunteers

Strategies	Who?	When?	Status
Identify areas in which volunteers can be used	Board members	Ongoing	

- Goal: Increase membership

Strategies	Who?	When?	Status
Contact expired memberships and memberships soon to expire	Membership coordinator	March annually	Completed 03/09
Update membership form	Membership committee	Annually	Completed 03/09

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Priority: Program – Book Selection

- Goal: Maintain three working selection committees chaired by Board members.

Strategies	Who?	When?	Status
Review and revise Policy 201, 202.	Ann, Committee chairs	May 2009	Completed 03/09
Review current members on selection committees to ensure that membership reflects policy.	Committee Chairs	Annually	Completed 05/09
Expand and develop the wiki and other web tools to enhance communication for selection committees.	Committee Chairs	Annually	Ongoing
Expand committees throughout the province through: <ul style="list-style-type: none"> • personal contact • advertising openings • invitations at conferences 	All	Ongoing	Ongoing

Priority: Program – Gala

- Goal: Hold a celebratory event to honour the winning authors.

Strategies	Who?	When?	Status
Review current format and explore possible alternatives.	Board	Prior to AGM 09	Completed 11/08
Invite schools to host gala in Spring as per policy.	Website committee and board members	Prior to Nov. meeting	Ongoing
Review of binder (Gala procedures)	Donna, Ann	Discuss at January meeting	Completed 03/09

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Priority: Program – Launch

- Goal: Explore different methods for launch

Strategies	Who?	When?	Status
Pilot multi-site launch plan for 2008	Web committee	Following 2008 AGM	Completed
Advertise launch on website.	Web committee	Following 2008 AGM	Completed

- Goal: Evaluate launch formats and decide on a direction for future years by 2009 AGM.

Strategies	Who?	When?	Status
Develop feedback instrument/evaluation to be housed online in PDF or email format.	Florence, Ann	Jan 2010	Ongoing
Record number of submissions to establish baseline for number of participants	Val, Florence	Annually	Ongoing

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Priority: Program – Educational Activities

- Goal: Review and evaluate the educational activities: a. usage b. alternatives

Strategies	Who?	When?	Status
Examine CRA regulations regarding mandated educational component, and how it is being met.	Treasurer	Annually	Ongoing
Examine how other provincial boards' awards educational activities are implemented.	Ann, Florence, Ruth	May 2009	Completed

- Goal: Develop activities for nominated books to be placed on the website.

Strategies	Who?	When?	Status
Expand selection committee wiki to have activities submitted by committee members.	Committee Chairs	Annually	Ongoing
Develop generic package of activities that could be used for several books.	Committee Chairs	Annually	Ongoing