

Regulatory Compliance & Enforcement Council

Strategic Plan

2024 - 2027

Evolution Realized



Vision/Mission Revision

Vision

To be the provider of regulatory-compliance focused training excellence in Canada

Tag Line

Excellence in Training for the Canadian Regulatory Enforcement Community

Mission

The mission of the RCEC is to promote industry excellence through quality training and education. RCEC is committed to providing a forum for our members from coast to coast to coast to easily communicate ideas and share innovation.

Strategic Planning 2024 – 2027

Foundational Roots



**Brand
Enhancement**

**Training &
Development**



**Succession
Planning**

**Professionally
Recognized
Training**



Foundational Roots

Brand Enhancement	Training & Development	Succession Planning	Professionally Recognized Training
			
<p>Focus efforts to get the RCEC brand to be more recognizable and the organization to be more sought after</p>	<p>Continue to be the training provider of choice and to ensure training is topical and current</p>	<p>Plan for RCEC longevity through recruitment of new Board of Director membership</p>	<p>Through external partnerships create and deliver a program that grants credentials upon completion</p>

Brand Enhancement

Website Redesign

Quarterly Newsletter

Value Added Propositions

Trade Show Participation



Resume Annual Forums

Modernize Social Media

Training and Development

Interactive Course
Calendar

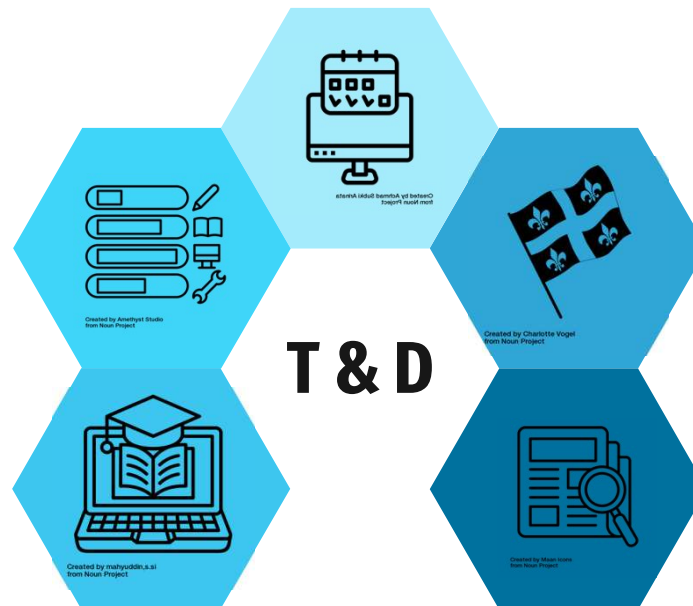
Francophone Course
Offerings

New Course
Development

T & D

Review Programs for
Currency

Review Lunch &
Learn capacity



Succession Planning

Leverage Forum Attendees

Create Working Committees

Membership Growth

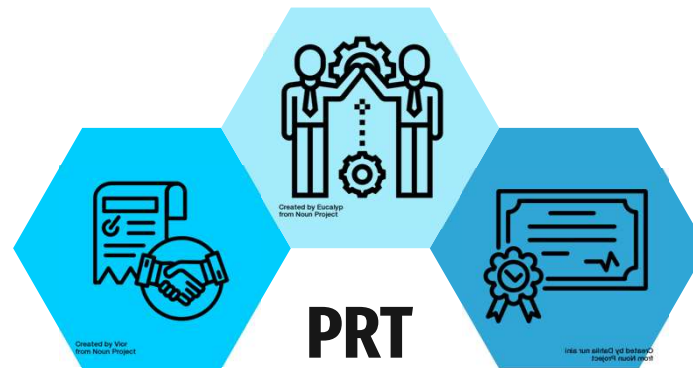


Value Added Propositions

By-law and Policy Overhaul

Professionally Recognized Training

Identify Potential Partners



Enter into operating agreement

Grant industry recognized credentials

Brand Enhancement: Web Site Design

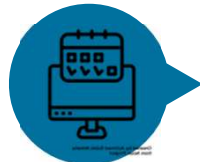
Members Only Section

Provide an area for members to be able to obtain industry best practice info or other information .



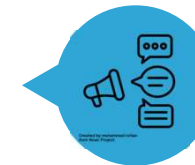
Interactive Calendar

Have a more useful, professional forward facing calendar including course links



About us

Revise the content to better communicate about the RCEC, Board, and Faculty partners



Current Affairs/News

Create a section where industry and/or RCEC news can be shared publicly

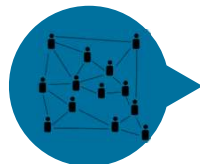
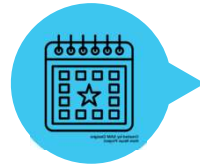
Brand Enhancement: Re-Introduce Annual Forum

2024

Return to an Annual Forum in 2024 with a one day event – in November

Pre-Evening Event

Examine potential for an event the evening before the Forum for those that travel, social networking style



Pre-Share content

In order to manage content and expectations, share details and content prior to Forum

Establish In person Venue

Select appropriate venue and location

Brand Enhancement: Modernize Social Media Communications

Generationally Current

Focus social media communications to those platforms/apps that are best used



Created by megan_ayler from Noun Project

Include in Website?

Explore viability of communications section within the website



Created by megan_ayler from Noun Project



Created by megan_ayler from Noun Project

WhatsApp type group

Creation of a monitored online chat group to foster networking and sharing

Formalize Communication Plans

Create plans on what, when, where, and how information is communicated



Created by megan_ayler from Noun Project

Brand Enhancement: Trade Shows/Conferences

RCEC Merchandise

Decide on “swag” for given
aways at trade show table



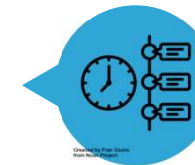
Professional Set up

Design, decide and retain
suitable branding materials
etc for use at Trade shows or
conferences



Assessment of target events

Research costs and overall
value to RCEC to assess
which event(s) to target



Develop Inventory and Timelines

Create an inventory of events
and establish a strategic
schedule for attendance

Brand Enhancement: Newsletter

Content Format

Develop user friendly format for the newsletter



Content Criteria

Create guidance on acceptable content criteria and content sensitivity



Distribution

Decide on a sustainable delivery/distribution method

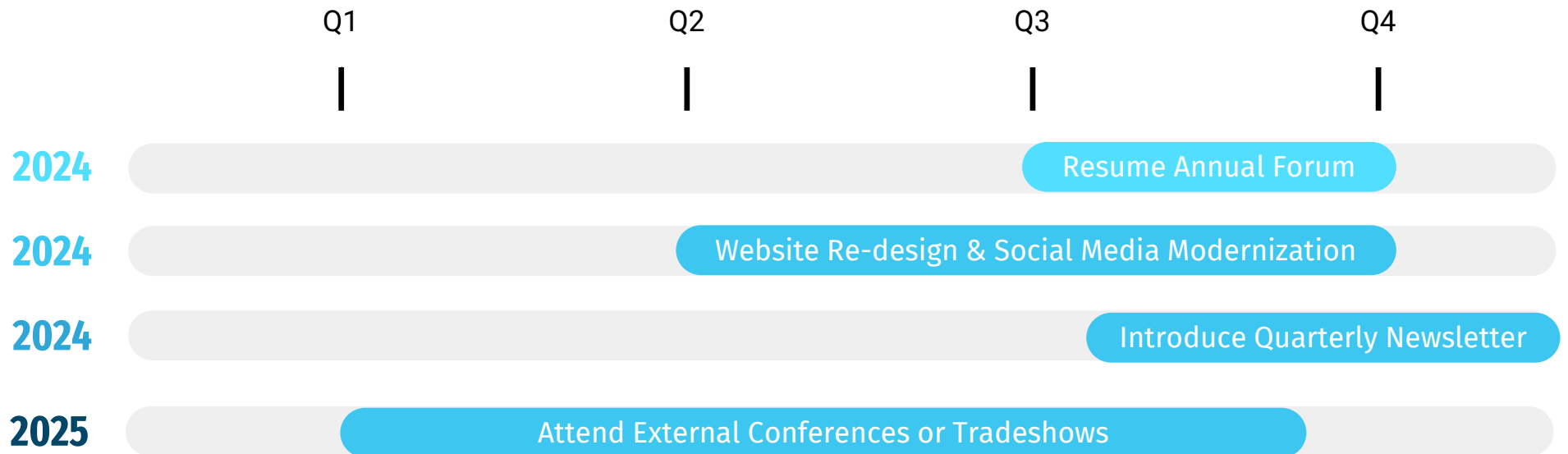


Audience

To ensure content discuss and establish the appropriate audience – Public/private



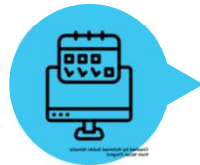
Brand Enhancement: Timeline Targets



Training and Development: Interactive Calendar

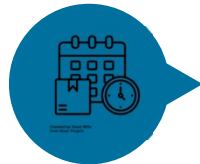
Roll in to Website

Provide a prominent location on the website redesign to draw attention and provide speedy access



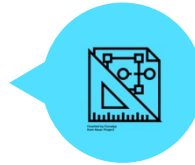
Ad hoc Availability

Create a visual reference indicating the availability of programs to be offered on an ad hoc basis



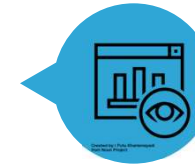
Design

Ensure the interactive calendar is visually appealing and high functioning



Varied Views

Calendar to be available in various formats including web based and mobile



Training and Development: Francophone Course Offerings

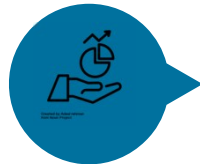
Leverage Rubicon

Use the Rubicon materials already translated to create an initial offering in 2024



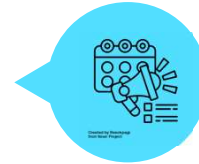
Full Value Evaluation

Conduct a full cost/benefit evaluation on future francophone offerings of all programs



Active Promotion

Actively promote the initial francophone offerings on social media, newsletter, and website



Training and Development: New Course Offerings

Decide on Topics

Board to evaluate feedback from surveys and marketplace to select which topics to be developed



Secure Developers

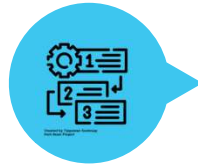
Ensure Subject Matter Experts are retained to create new program content



Training and Development: Review Course Currency

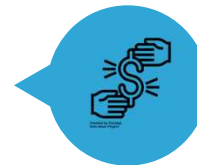
Prioritize List

Create a schedule of review using a priority selection method



Costing Review

Review course costings to ensure profitability and affordability



Training and Development: Lunch & Learn/Podcasts

Seek Best Value Topics

Develop an inventory of topics suitable for this format



Decide on Format(s)

Decide on best medium for delivery – L & L or podcast



Technology

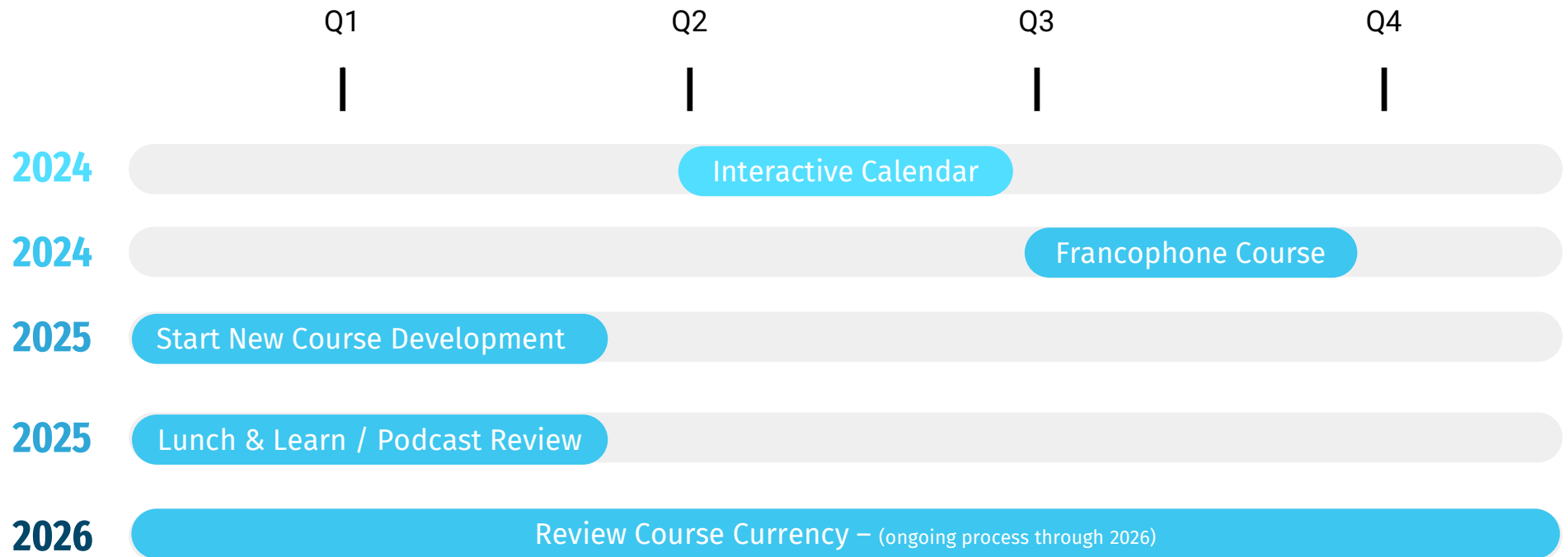
Ensure required technology hardware and software are in place to allow delivery



Cost

Conduct a cost analysis of development and delivery to assess overall value to members and organization

Training & Development: Timeline Targets



Succession Planning: Leverage Annual Forum Attendees

Call to Action/Involvement

Raise the urgent need for new Board membership at the Annual Forum – solicit members



Build Incentives

Create reasons/rewards to entice new Board interest and commitment



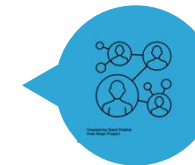
Numbers

Evaluate a 5 year succession need timeline and establish target numbers



Leverage Existing Networks

In addition to the Annual Forum, Board Members and other membership to leverage existing networks for interest



Succession Planning: Working Committees

Identify Needs and Focus

Evaluate the projects that require special focus and determine committee numbers



Committee Compliments

Evaluate each committee's deliverables to determine number of members required to be effective



Accountability

Ensure committee accountability through establishing reporting and updating targets



Reporting Structure

Determine whether committees report to individual board members or Administrator

Succession Planning: By-law Review

Legal Obligations

Update Bylaw to include mandatory legal obligations as necessary



Board Compliment

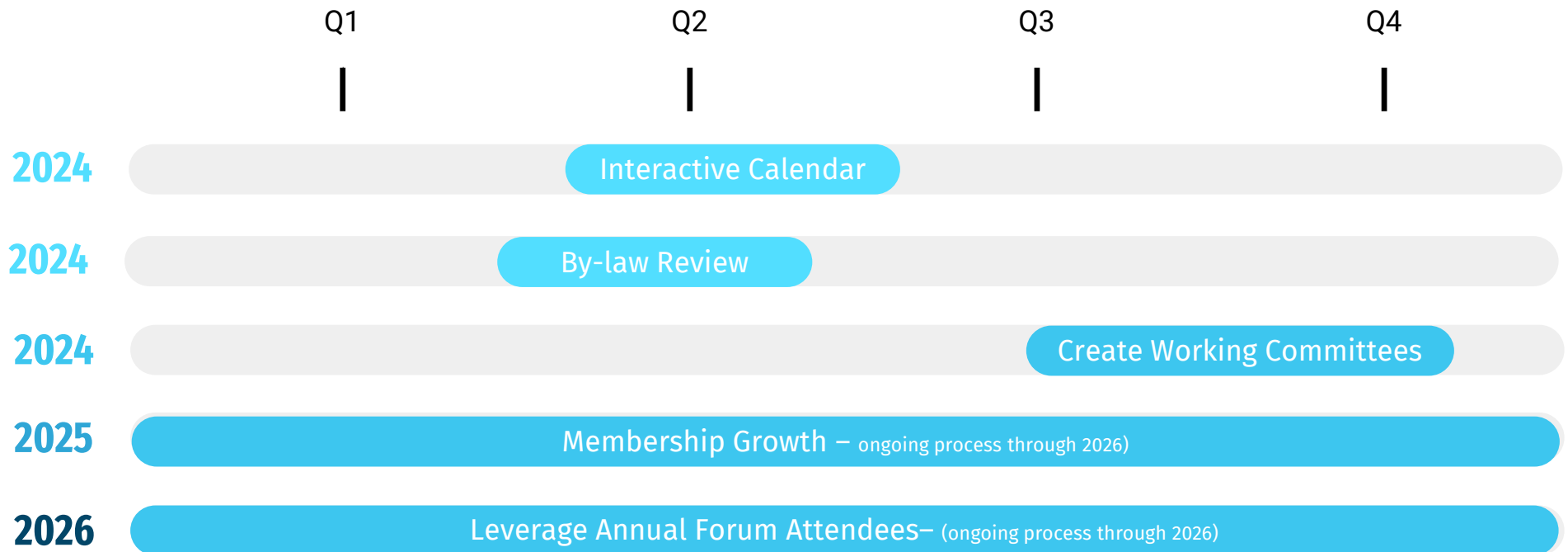
Review By-law requirements relating to Board Membership and update as necessary



Quorum Definition

Create an updated definition of quorum related to Board structure and compliment

Succession Planning: Timeline Targets



Professionally Recognized Training

Identify Potential Partners

Develop a list a potential partners in this program and begin discussions with viable candidates



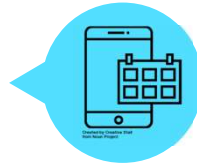
Negotiate Agreements

Finalize agreements covering content, delivery, and costs with successful partner institution



Delivery Schedule

Establish delivery timetables and course schedules with institutional partner and widely promote

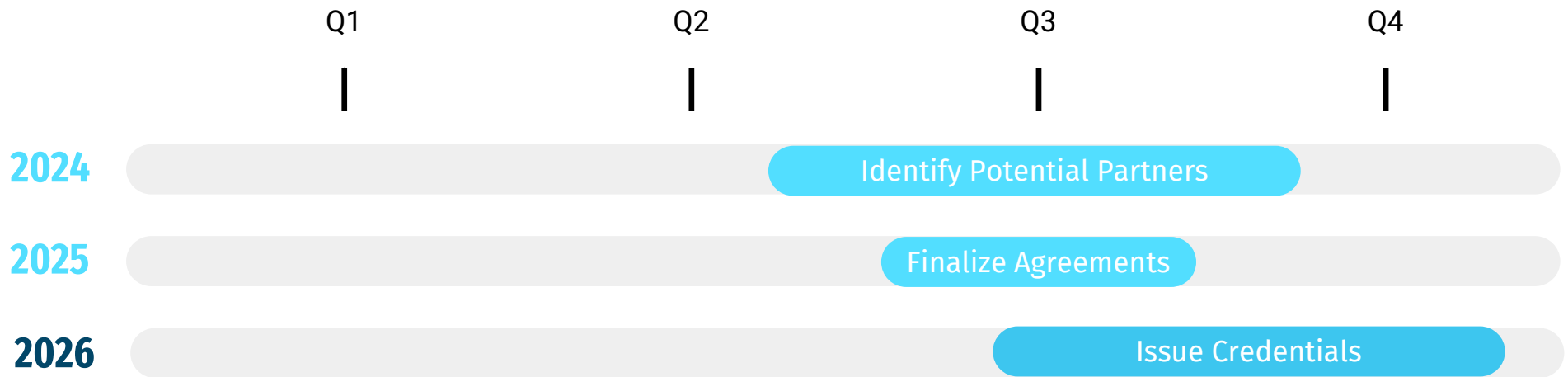


Issuance of Credentials

Celebrate with the issuance of the first credentials

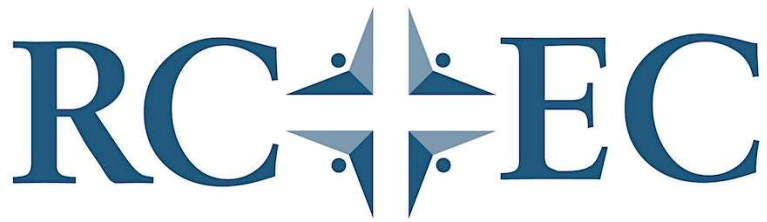


Professionally Recognized Training: Timeline Targets



Strategic Plan 2024-2027

This Strategic Plan will set the stage and guide the RCEC realizing its continuing evolution towards becoming the premier Regulatory/Compliance training authority in Canada



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