



Ottawa Centre Green Party EDA 2020 Work Plan: Foundations for Future Success

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Overview

- Why work plan?
- What are we hoping to do this year?
- How will we monitor how well we are doing?
- Next Steps

Why Work Plan?

- We are volunteers who are busy people: who has time?
 - We all joined this Executive to make a difference in Ottawa Centre, each bringing skills, experience and motivation
 - We are all professionals, used to working in teams and delivering products and services to our clients
- Knowing what we want to achieve gives us focus for our limited resources
- Achieving our priorities will make us a stronger organization capable of supporting a successful election campaign

“Bottom-up” 2020 Annual Priorities

- Structures (4)
 - decision-making and accountability (including values and ethics)
 - volunteer management
 - social media platforms
 - EDA/CA - campus clubs
- Systems or process management (8)
 - financial processes (revenues and expenditures)
 - candidate selection
 - planning, management and reporting
 - logistics (signs etc)
 - Membership and outreach
 - Gvote
 - External Event Scanning
 - Messaging for Social Media platforms
- Products for Exec, Volunteers and Members (38)
 - issue briefs (Comms, events, presentations)
 - how to use Gvote primer
 - Volunteer Reference Manual
 - Volunteer Newsletter
 - “Evergreen” List of Events (planner)
 - how to manage events primer
 - Strategies (2021-2026, Annual for Membership Growth, Volunteer Expansion, Comms and Neighbourhood Events)
 - Executive Handbook, Plans, Reports (and Scorecard) - all for the Website?

“Big Picture” Priorities for 2020

- Increased number of actively engaged Members and Volunteers, particularly youth and racialized people
 - Baseline: 373 active members; 162 active volunteers; and 57 active members who are volunteers
 - Targets including for youth and racialist people TBD based on survey
- Improved knowledge of and accessibility to the OC EDA/FA by members and volunteers
- Increased knowledge of Green party values, principles, and policies amongst Members, Volunteers and the Electorate
- Improved use of Gvote by Executive, Members and Volunteers
- Strengthened financial viability of the OC Greens
- Improved Executive structures, systems and products for use by potential future OC Green electoral candidates and the EDA/CA

A Performing Organization ...

- Is guided by a shared **vision**
- Is **strategic** – guided by a strategic plan
- Has a clear and well understood **mandate**
- Is effectively led (by its **leaders**)
- Is **relevant** to the vision and needs (of the electorate)
- Is **effective** – it produces change at multiple levels
- Is **efficient** – value for money
- Is **organizationally sound**
 - Accountable
 - Transparent
 - Clear roles and responsibilities
 - Solid (and collaborative) decision-making structures and systems
 - Well understood planning, monitoring and reporting systems
- Is **technically capable** of delivering on its mandate
- Is **financially viable** / sound
- Is **client-oriented** – driven by the needs of those it is serving



How well are we doing?

- We can use common suite of indicators to measure progress towards our expected outcomes
- Monthly reporting to the Executive by officers based these indicators
- Annual Reports by Officers and Executive as a whole (for the AGM)

Sample indicators measuring short term outcomes from the “bottom-up” planning process:

- # of awareness events delivered
- # of hits on website
- # of improved structures/systems/products
- # of members at each campus club
- level of income / expenses
- # of new donors
- # of active members
- # of active volunteers who are also members

Next Steps

- ❖ For our key stakeholders, finalize key “Governance” deliverables with targets
 - Annual Work plans; Executive Handbook; Executive Work plan; Strategies for Outreach Growth, Expanding Volunteers etc.
 - Annual reports; Executive Year End Report for AGM
- ❖ Conduct participatory strategic planning workshops in 3 steps:
 - Where are we; where do we want to go; and how do we get there
 - Produce 2021-2026 Strategic Plan (with targets)
- ❖ H A V E F U N !!!

Key Deliverables and Budget (month by month)