

# KEY ELEMENTS OF RTO/ERO'S STRATEGIC PLAN 2007 – 2010/2012 (Revised April 2009)

## A. VISION STATEMENT

RTO/ERO will continue to be publicly recognized as the primary voice of teachers, as well as school and board administrators, educational support staff, and college and university faculty in retirement in the Province of Ontario, as an organization committed to improving services to members and as the provider of the best group health plans available to its members.

## B. MISSION STATEMENT

RTO/ERO's priority is quality service to its members through advocacy, public engagement, coalitions, good governance, and in the provision of group health plans.

RTO/ERO will also *pursue the interests* of its members through involvement in promoting seniors and retirees' issues and influencing public policy.

RTO/ERO's motto "Here for you Now, Here for your Future" represents a commitment to accountability, to transparency and to the periodic review of its services to ensure an ongoing alignment with the priorities and needs of its members.

## C. STRATEGIC GOALS (WHAT WE WANT TO BE)

1. RTO/ERO be a full-service organization valued by its members for the quality of its services and its collective effectiveness.
2. RTO/ERO be the group health plan insurer of choice for the majority of teachers, school and board administrators, educational support staff, and college and university faculty in retirement.
3. RTO/ERO be the lead organization representing the interests of teachers, school and board administrators, educational support staff, and college and university faculty in retirement, and be their publicly recognized advocate on issues affecting seniors and the wider community.

## D. STRATEGIC DIRECTIONS (HOW WE GET THERE)

1. RTO/ERO will continue to grow its membership through a variety of strategies.
2. RTO/ERO will provide quality/timely service to its members as a key commitment of the organization and its staff.
3. RTO/ERO will continue its advocacy at all levels of government on seniors' and community issues, and these will dominate RTO/ERO's lobbying efforts.
4. RTO/ERO will enter into strategic coalitions that promote members' and seniors' issues.
5. RTO/ERO will strengthen its organizational structures and enhance its expertise in the areas of fiduciary responsibility, risk management and good governance.
6. RTO/ERO will maintain and enhance processes and infrastructures that facilitate both internal and external communications.