

GLP Strategic Planning October 2, 2007

Purpose: The Government Licensed Professionals Chapter represents professionals to promote their interests to the employer and within the Professional Employees Association.

Vision: Government Licensed Professionals are respected and valued.

Goals:

- A) Maintain an engaged, united and supportive membership
- B) Provide proactive leadership
- C) Achieve and uphold the best collective agreement for professionals in Canada
- D) Achieve recognition of the value of licensed professionals
- E) Be an advocate for Government Licensed Professionals

		Recognize LOCAL REPs contribution	(eg incorporate recognition in AGM policy to recognize annually a long standing local rep) b) letters for long standing service upon retirement or resignation as LOCAL REP c) recognize in Professional	a) develop policy; award at AGM b) upon retirement/resignation
5.	Emphasize communication with members - one-on-one and group	- involve LOCAL REPs in more active roles; representatives of PEA, can only be helpful to be more visible - use discretion with respect to work hours - for hot topics and when deemed appropriate by exec	- hold local rep mtgs for more information sharing - provide LOCAL REPs with speaker notes on issues - hold lunch meetings with group funded/subsidized by GLP - advise of ability to utilize employer facilities with approval - establish policy - standing item for GLP Exec meetings - more communiqués from the GLP Exec - focus group discussion – present concepts of strategic plan, ask why they are not involved and ask what it would take to involve them	GLP Exec
6.	Rationalize LOCAL REP jurisdictions		- Rationalize LOCAL REP jurisdictions by member numbers, geography and ministry - Local reps and alternates - GLP executive to explore rationalization of local reps jurisdictions	PEA Staff - Annually or when ministry restructuring
7.	Hold LOCAL REP meetings for reward & information sharing	- communicate GLP specific activities with LOCAL REPs	- agenda for mtgs would include: communicating plan back to members and getting feedback	Annually in conjunction with AGM

8.	Focus session of members to discuss strategic plan and gauge member sentiment on involvement in PEA activities			
----	--	--	--	--

	Communications			
1.	Electronic - newsletter - home email	- refer to PEA exec to examine the option of providing <i>The Professional</i> via home email	refer to PEA exec	GLP PEA Exec reps - Gerald
2.	Acknowledge successes & partners		- articles in <i>The Professional</i> - award/gifts - communication with/through LOCAL REPs - recognize volunteer contributions (recognize LOCAL REPs when they retire) - note members in the news and incorporate into PEA/GLP communications - individual member letters to community newspapers	GLP Exec, STAFF, LOCAL REPs, members As & when happens (ie Kevin Turner, APEGBC Councillor) Ongoing
3.	Communicate Exec Mtg outcomes to membership	Generate GLP Exec Mtg Summary	- communiqués on hot topics from exec meetings for feedback/action/information to LOCAL REPs - create interesting/catchy presentation format - standing agenda item; hot topics for communication - reference back to A5	GLP Exec to establish key message points PEA Staff draft message Standing agenda items – STAFF GLP Exec alternatively can produce/edit specific messages; staff to vet for risks and to bring any to attention of exec
4.	Use worksite bulletin boards		- develop format including background and header - GLP/PEA bulletins - manage by LOCAL REPs - keep content fresh	- Brian to draft, Staff to produce and distribute - LOCAL REPs to find location(s) for their jurisdiction(s) (all various work sites) - GLP Exec

5.	Establish email address for GLP Executive for members to communicate	- use to foster communication from members	Establish email address and inform members of its existence - include GLPExective@pea.org on all GLP communiqués and on bulletin board template	STAFF GLPExective@pea.org
6.	Greater value from GLP Website	a) link from Employer sites b) maintain GLP section on PEA site c) add member profiles to demonstrate and show value of work to public	a) request employer to link to PEA website b) strike website subcommittee to make recommendations (structure, appearance, etc.) on the GLP site including discussion forum c) identify members for profiling; coordinate with licensing bodies where appropriate; demonstrates value of members to public, informs members about other members	a) PEA Staff request to PSA for their site and for global permission LOCAL REPs to request inclusion of link on their local jurisdiction(s) intranet under employee links b) GLP exec strike website committee & PEA exec include discussion forum in focus group testing c) GLP exec, local reps and staff
7.	<i>The Professional</i> is read by more members	- make more attractive to encourage reading	- refer to PEA exec for suggesting revamp to make more attractive to engage members	GLP PEA reps - Gerald

Education				
1.	Educate members on collective agreement	Provide info - Know your contract Educate LOCAL REPs	<ul style="list-style-type: none"> - maintain <i>Asked and Answered, Know Your Contract</i> information on website - include an example and reference in <i>The Professional</i> - distribute index of frequently referenced articles with new collective agreement - educate LOCAL REPs through LOCAL REP meetings and communiqués especially significant changes to collective agreement and commonly referenced areas - semi-annual info bulletins on specific aspects of the collective agreement 	<p>STAFF</p> <p>Members & GLP Exec to identify areas needing attention</p> <p>STAFF</p> <p>GLP Exec to identify bulletins and timing</p>
2.	Broader union education (Internal PEA & GLP)	<ul style="list-style-type: none"> - identify who's who - where is funding expended (eg who receives donations) - strive to distinguish GLP and PEA in context - encourage participation in PEA/GLP activities (AGM, convention, education conferences, LOCAL REPs, etc) - educate members on PEA structure and how GLP fits in 	<ul style="list-style-type: none"> - member quiz to encourage understanding of organization (bulletin board, on-line, etc.) - provide travel funding for GLP/PEA activities - develop PEA/GLP org chart; Have PEA/GLP organization chart at member functions (ie AGM) 	<p>Identifying the Exec in communication</p> <p>STAFF to produce org chart</p> <p>GLP Exec to consider provision of funding for additional participants at AGM</p> <p>STAFF, GLP Exec to develop questions</p>

3.	Educate members on strike/picket pay, rules, and impact on other unions (Know your power)	<ul style="list-style-type: none"> - explain ability to impact employer operations - inform membership of other settlements and strategies that were implemented (costs) - explain generally accepted picketing rules - explain PEA strike pay support (including tax free) as contrasted against other unions - explain PEA financial resources and contrast against BCGEU - provide analysis of cost/benefit for a strike situation 	- how – see communications strategy	STAFF to develop info for LOCAL REPs to distribute
4.	Broader union education (Power of unions)	<ul style="list-style-type: none"> - informing membership of other settlements and strategies that were implemented (costs) - evolution of employment standards - benefits of the collective verses individuals - union action/representation/resources verses civil litigation 		<p>STAFF researching and delivering</p> <p>GLP PEA reps to suggest at PEA Exec table for convention, conferences, etc.</p> <p>Utilize the Professional</p>

B Goal: Provide proactive leadership				
	Strategies	How?	Activity	Who/when
1.	Executive to focus on strategic goals vs routine matters	Implement strategic plan	<ul style="list-style-type: none"> - finalize strategic plan - have adequate time and resources for mtgs - have focused exec mtgs for specific issues/topics as deemed appropriate - check-in for honoring/consistency/progress with Purpose/Vision, strategic plan during regular meetings - annual report by chair should incorporate activities relating to strategic plan - annual revisiting of strategic plan - include Strategic Plan Purpose/Vision/Goals noted on exec agendas - include top activities/action items on flipside or attachment 	GLP Executive
2.	Distinguish GLP/PEA from other bargaining units with employer	Regular meetings with ministries; emphasize difference from GEU	<ul style="list-style-type: none"> - establish joint committees with employer representatives (ministry specific) - recommend to next bargaining team to seek similar BCGEU Article 29 committee language for PEA/employer committee; need to have a separate discussion as to how to address given the variety of ministries and respective member numbers at a future executive meeting 	GLP Executive, STAFF
3.	Involve more members	Seek opportunities for involvement of members in sub-committees	<ul style="list-style-type: none"> - Committee to profile members - seek articles from members 	GLP Executive to lead

C	Goal: Achieve and uphold the best collective agreement for professionals in Canada			
	Strategies	How?	Activity	Who/when
1.	Be prepared for bargaining	Begin bargaining preparations early	<ul style="list-style-type: none"> - regular information to members during life of collective agreement then repeat en masse just prior to bargaining - update compensation market survey a year prior to collective bargaining - maintain record of bargaining issues/concerns for future - case histories of other successes for engaging members (eg BCNU) 	Staff, GLP Executive
2.	Get members to value themselves	Foster culture shift towards self-valuing and empowerment of members	<ul style="list-style-type: none"> - educate members that collective action is acceptable for professionals; demonstrate consistency with professional values - evaluate other organizations culture shifts for methodologies - focus group discussions/testing 	GLP Executive, STAFF, members
3.		Get members stories for demonstrating member value	<ul style="list-style-type: none"> - identify value of members work to public; feature on website 	GLP Executive, LOCAL REPs and Staff
4.	Obtain good membership bargaining survey information	Educate members prior to and in conjunction with survey	<ul style="list-style-type: none"> - provide access to information, including collected data above to members; provide relativity/context - know your power (see above); foster a culture shift towards empowerment of members - know the contract (see above) 	GLP Exec, bargaining committee, STAFF
5.	Learn from each bargaining session	Bargaining Debrief	<ul style="list-style-type: none"> - formalize in policy bargaining debrief with bargaining team and GLP exec - document recommendations 	GLP Exec

D	Goal: Achieve recognition of the value of licensed professionals			
	Strategies	How?	Activity	Who/when
1.	Advocate for value of professionals within public service	<ul style="list-style-type: none"> - get recognition of professionalism by employer - get recognition of professionalism by members and other employees - seek opportunities to develop and utilize subcommittees consisting of general members 	<ul style="list-style-type: none"> - articles about members and their responsibilities; members in the news (highlight/circulate articles about members from outside sources) - establish “profiling” subcommittee to profile members and seek articles of members 	<p>GLP Exec, members, staff</p> <p>Julie to lead “profiling” subcommittee</p>
2.	Encourage member participation in licensing body activities		<ul style="list-style-type: none"> - monitor licensing body activities for membership participation - support GLP members in licensing body elections through exposure - for issues of professional practice, members will be advised that the responsibility lies with the members and the licensing body to pursue - acknowledge member achievement and involvement in licensing body activities - advise members to provide information on activities of their respective licensing bodies which can be brought to other members attention 	GLP Exec, members, LOCAL REPs
3.	Distinguish from GEU while respecting team approach for members, other bargaining units and employer (attitude and perception of value of		<ul style="list-style-type: none"> - joint committee discussion (see above) - regular meetings with ministries - solicit members views for what distinguishes us (them) as professionals 	STAFF, GLP Exec, Bargaining Team

	professionals)			
4.	Educate the employer		Encourage members to communicate obligations & value to the employer	Members and GLP Exec
5.	Educate members and other employees		<ul style="list-style-type: none"> - Get members stories - identify value of work to public - feature on website - monitor for members in the news - highlight/circulate/post articles about members from outside sources) - ask LOCAL REPs and members to forward articles involving GLP members 	Members, LOCAL REPs, GLP Exec, Staff

E	Goal: Be an advocate for Government Licensed Professionals			
	Strategies	How?	Activity	Who/when
1.	Ensure that members are fairly treated in the hiring process	<p>Educate members on hiring process, available tools and their options</p> <p>Provide information on hiring issues</p> <p>Work with the employer to attain fair processes and assist members</p>	<p>Ensure members are aware that they can have union observers participate with selection panels – STAFF, LOCAL REPs</p> <p>Q&A in Pro and for bulletin boards - Staff</p> <p>Topic for local rep training - Staff</p> <p>Working with employer HR staff to resolve potential disputes - Staff</p> <p>Encourage ministries to recognize in-service contribution in selection process – Staff, GLP Exec, Bargaining Team</p> <p>Point members to resources on competency-based staffing – articles in the Pro, links from website – Staff, LOCAL REPs</p> <p>Encourage employers to provide employees with access and training for competency based interviews – Staff, GLP Exec at joint meetings</p> <p>Encourage the employer to develop career counseling and make widely available to employees - Staff, GLP Exec at joint meetings</p> <p>Encourage the employer to use non-traditional methods (such as developmental opportunities, job shadowing, temporary secondments, etc.) to assist employees in developing competencies - Staff, GLP Exec at joint meetings</p>	

