

The 2016-2018 Strategic Plan

About the 2016-18 Strategic Plan

Strategic planning is an essential process for forward-thinking organizations. It helps refine focus, define strategies, and provide direction for action planning, decision-making, and the allocation of resources. Strategic plans are also critical for Council member succession; they clearly chronicle intentions, objectives, and performance metrics which inform organizational governance throughout changes in the composition of the Council.

The College's **2016-18 Strategic Plan** builds on the foundation of the previous plan, which the College enjoyed considerable success in implementing from 2013-15. It also reflects extensive input from College members, who responded in great numbers to the member surveys in 2013 and 2015. While the objectives are aspirational and contingent on available resources and capacity, they are essential stepping stones for the successful attainment of the College's strategic focus of *enhancing the recognition and credibility of the College and its members*.

Organizational Mandate

The College of Applied Biology was established following the enactment of the British Columbia **College of Applied Biology Act (2002)**, which sets out the purpose of the College as follows:

The purpose of the College is:

- (a) to uphold and protect the public interest by
 - (i) preserving and protecting the scientific methods and principles that are the foundation of the applied biological sciences,
 - (ii) upholding the principles of stewardship of aquatic and terrestrial ecosystems and biological resources, and
 - (iii) ensuring the integrity, objectivity and expertise of its members, and
- (b) subject to paragraph (a),
 - (i) to govern its members in accordance with this *Act* and the rules, and
 - (ii) to cooperate with other professional or occupational bodies charged with governing the conduct or competence of their members on a matter the college considers relevant to applied biology.

The long-term vision of the College, Vision 2020, is:

The College is a leader in promoting and upholding scientific principles and methods in applied biology and the principles of stewardship. We provide assurance to the public of professionalism in the practice of applied biology by our members.

Scope

Refers to the range of activities in which the College will be engaged or involved.

- > Providing assurance to the public and other professionals of the competency of our members, through:
 - Rigorous entrance criteria;
 - Audits;
 - Practice Reviews;
 - Disciplinary proceedings;
 - Ethics course and exam; and
 - Accreditation of education programs in post-secondary institutions for RPBio and RBTech categories.
- > Informing College members about the requirements and procedures relating to maintaining their professional designation.
- > Informing the public (including stakeholder groups) about the role of the College and the value and meaning of the professional designations.
- > Promoting scientific methods and principles and stewardship of resources through:
 - Fostering public dialogue about the value of science; and,
 - Holding members accountable to a high standard of practice for their work.
- > Serving as a leading voice for the practice of applied biology by registered professionals.
- > Promoting collegiality and cooperation among applied biology professionals and professionals in other disciplines.

2016 - 2018 Strategic Focus

Enhance the recognition and credibility of the College of Applied Biology and its members.

2016 - 2018 Strategic Objectives

1. Strengthened credibility of the College and profession

Strategies

- 1.1 Increase transparency of the College's accountability processes (i.e., audit, practice reviews, and discipline).
- 1.2 Increase member understanding and application of the College's *Code of Ethics* and *Principles of Stewardship*.
- 1.3 Build the College's reputation for protecting and upholding scientific principles and methods.
- 1.4 Enhance the College's ability to ensure member accountability.

2. Enhanced communication and engagement with members

Strategies

- 2.1 Develop, monitor, implement, and adapt the College's Communications Strategy.
- 2.2 Increase member awareness of Continuing Professional Development requirements and opportunities.
- 2.3 Institute processes and identify tools to enhance understanding of the dynamic characteristics of members and the applied biology profession.
- 2.4 Create opportunities for members to interact with the Council and engage in College affairs.

3. Expanded visibility, profile, outreach, and influence

Strategies

- 3.1 Work towards regulating all those working in applied biology in BC.
- 3.2 Engage with employers and the public to promote the value of hiring and working with College members.
- 3.3 Collaborate with educators to highlight opportunities and pathways for students to become College members.
- 3.4 Strengthen the position of the College to inform and influence at all levels of government.
- 3.5 Enhance and expand the College's relationships with other professional and regulatory organizations.
- 3.6 Promote increased professionalism and scientific credibility in applied biology at a national scale.
- 3.7 Increase the profile of the College with the public and prospective members.

4. A more resilient organization

Strategies

- 4.1 Be strategic with grant applications.
- 4.2 Diversify College revenue.
- 4.3 Secure sufficient dedicated funds to address potential risks.
- 4.4 Maintain a healthy work environment.
- 4.5 Ensure strong governance.
- 4.6 Be strategic, proactive, adaptive, and responsive to changing circumstances. 