

Following is the NSCMIRTP Strategic Plan Straw Model. A straw model is less than a draft – it is intended to be a document for critique:

- To determine the weak points
- Look for areas that require clarity
- To determine what needs to change

In reviewing it, please consider the following questions:

1. Re: Draft Vision:
  - a. Does it make sense for you?
  - b. Is this what you think NSCMIRTP should be in a perfect world?
  
2. Re: Draft Values:
  - a. Do these values resonate with you?
  - b. Are there any that don't belong?
  - c. Are there any missing?
  - d. Is there any terminology that doesn't fit?
  
3. Regarding the Strategic Priorities, for each priority:
  - a. Priority:
    - i. Should this be an NSCMIRTP priority? If not, why not?
    - ii. How would you change it? What would you add or take away?
  - b. Goals:
    - i. Do these goals make sense? i.e. are there questions about what they means?
    - ii. What goals should we add or change?
  - c. Outcomes:
    - i. Are these outcomes appropriate?
    - ii. What outcomes should we add or change?
    - iii. For each outcome, is it too aggressive (A), too timid (T), just right (R)
  
4. Are there any priorities that you think are missing?

## **NSCMIRTP Strategic Plan Straw Model April 2018**

### **Draft Vision**

The leader in regulating dynamic standards of competency and performance for medical imaging and radiation therapy professionals who ensure Nova Scotians receive exceptional care.

### **Draft Mission**

Through defining and supporting ethical practice standards and continuous professional development, and the promotion of the profession, we instill public confidence.

### **Draft Values**

**Excellence:** We are committed to defining and maintaining the standards of excellence required for high quality, evidence informed care by competent MIRT professionals.

**Transparency:** We are fair, open, and forthright in our processes.

**Accountability:** We protect the public interest by ensuring our profession is ethical and competent.

**Collaboration:** We work with internal and external stakeholders to improve practice and professional competency.

### **Strategic Thrust**

***Strengthening Our Value Through Collaboration*** – Together we will lead to a College that regulates highly skilled professionals practicing to their full scope of practice as respected experts in medical imaging and radiation therapy.

## Strategic Priorities

**Priority 1 – Governance for long term viability** – Governance is effective, stable and participatory

**The goals:**

- To expand the member participation rate in the Association/Society/College by 25% over five years
- Develop a participation benefits plan
- To develop a Recruitment Plan focused on:
  - Communicating opportunities and requirements
  - Communicating benefits
  - Professional responsibility
  - Engaging students and new registrants early
  - Engaging employers for professional development
- Institute a leadership and governance training protocol
- To develop a database of required skills

**The outcomes:**

- Members accept engagement in the profession as a responsibility of membership
- Employers encourage registrants to engage and participate in the Association/Society/College
- New registrants expect to participate in the organization
- Volunteer succession is planned

**Priority 2 – Engaged members** – Members understand the role of the Association/Society/College, want to participate and are satisfied with its performance.

**The goals:**

- To increase the number of members who are knowledgeable about the role of the Association/Society/College to a minimum 80%
- To increase the member satisfaction rating to 75% (either Satisfied or Very Satisfied)
- To develop a Member Engagement Plan focused on:
  - Utilization of a broad range of media
  - Highlighting the role of the Association/Society/College
  - Reporting on the work of the Association/Society/College
  - Formalizing member input forums to Association/Society/College processes and member issues
  - Highlighting and rewarding the role and value of Site Champions
  - Acting as conduit for professional development

**The outcomes:**

- Members are well-informed about the role of the Association/Society/College
- Members view the Association/Society/College as an important source of relevant information
- Members recognize the value of the Association/Society/College
- Members choose to participate in the work of the Association/Society/College

**Priority 3 – Proactive partnering** – The Association/Society/College actively seeks to engage stakeholders to reach mutually beneficial goals

**The goals:**

- To develop planned and structured dialogue with post-secondary schools to maximize continuing education opportunities for members
- To explore opportunities for adding value to the community through partnering with related organizations
- To leverage the relationship with provincial, regional and national health based professional organizations to:
  - Optimize communication structures
  - Grow public awareness
  - Improve understanding among health based facilities and professions
  - Maximize professional development value to members
  - Ensure effective administration

**The outcomes:**

- Members are satisfied with continuing education opportunities
- NSCMIRTP is a leader in health professions
- NSCMIRTP initiatives are collaborative and level of effort is substantially supplemented by the efforts of others

**Priority 4 – Active promotion** – Registrants are recognized by the public and the healthcare industry as highly skilled imaging and radiation therapy experts

**The goals:**

- To position MIRT expertise:
  - With the public
  - With health care employers (management)
  - With other health care professionals
  - With government
- To develop messaging that positions MIRTs:
  - As highly skilled professionals
    - In improving quality of life
    - In leadership and innovative solutions

**The outcomes:**

- The community recognizes the value of MIRTPs
- MIRTPs are employed in full scope of practice
- MIRTPs are considered an integral part of the inter-professional healthcare team

**Priority #5 – Seamless Integration** – The new College has a single structure with well-informed registrants

**The goals:**

- To lobby government for proclamation
- To engage the Health Professions Network for assistance in lobbying for proclamation
- To develop an integration plan
  - Governance
  - Committees
  - Finances
  - Policies and Procedures
  - Social Media
  - Communications
  - Standards of Practice
  - Professional Development
- To source and engage all non-registered sonographers
- To develop a communications plan for all registrants and potential registrants
- To publicly celebrate the new College

**The outcomes:**

- A single functioning organization
- All sonographers registered
- Well informed registrants
- The health care industry and the public are aware of the new College