

# IBEW Local 37



## Strategic Plan 2007

### **Our Mission**

**To work as a team to improve the lives  
of our members and their families**

# Organizational Framework

## Mission

**To work as a team to improve the lives of our members and their families**

## Guiding Principles

The following guiding principles will inform our decision- making and provide us with direction:

### **We are first and foremost representatives of our members**

We are committed to representing our members and positively impacting the quality of their lives.

### **We are guided by the history and traditions of the IBEW and its constitution**

We will honour and respect the principles of the IBEW and our actions will be guided by the terms under which we are a local of the IBEW

### **We balance individual needs with the collective interests of our members**

We will earn the respect of our members by working for the collective good of all members

### **We are professional and proactive in our deeds and actions**

We will demonstrate our respect for members and provide leadership by our professional, proactive approach to issues and interactions

### **We are financially responsible and accountable to our members**

We will be open and transparent with respect to our goals and activities, and will be accountable to our members for how we conduct our business.

## Key Result Areas

To ensure that we fulfill our mission we will focus on the following key result areas:

### **Supporting the Executive Board**

The Executive Board provides strategic direction. To support it in this important role, members of the board need to clearly understand their roles and responsibilities, and be provided with the information they require to work effectively as a team.

### **Engaging Existing and Potential Members**

To ensure the effectiveness of the organization, members need to be involved and engaged. Communication with members needs to be timely and effective and staff members need to be visible and accessible. Strategies for organizing and meeting the needs of prospective members need to be considered.

### **Negotiating Fair Collective Agreements**

Fair Collective Agreements meet the collective interests of our members while recognizing the importance of long-term, sustainable employment opportunities for all.

### **Increasing Organizational Effectiveness**

To continue to meet the needs of our members and their families, we need to ensure that we operate effectively. This includes strengthening our planning and communication processes, providing support to shop stewards, and being accountable to our members for operating in a professional, business-like way.

## Strategic Goals 2007

### Key Result Area: Supporting the Executive Board

- To develop and implement a plan to improve communication with the Executive Board
- To develop an orientation handbook for new board members

### Key Result Area: Engaging Existing and Potential Members

- To develop and implement a strategy to increase visibility and accessibility of IBEW staff
- To develop an implement a strategy to improve communication with members
- To certify Shared Services as an IBEW Bargaining Unit and negotiate the first collective agreement
- To build capacity to serve and engage members who work for contractors and non-traditional members of the IBEW Local 37

### Key Result Area: Negotiating Fair Collective Agreements

- To successfully negotiate collective agreements with: NB Power Generation, NB Power Customer Service, NB Power Transco, Rogers and WPS.

### Key Result Area: Increasing Organizational Effectiveness

- To develop an orientation and training program and a “tool kit” for shop stewards
- To develop a strategy to encourage shop stewards to take a stronger role
- To develop a strategic plan for the IBEW Local 37
- To implement the electronic per capita project
- To develop and use a corporate calendar and other organizational tools