

MROO 2019-2021 STRATEGIC PLAN

MROO's Board of Directors has a new strategic plan for 2019-2021, setting direction for what the organization seeks to achieve for its members and other OMERS retirees

Strategy #1:

MROO will continue to offer services and programs that are valued by members.

Among potential new services to be investigated...

- Seeking a relationship with one or more retirement home operators to offer possible advantages for MROO members
- Providing links for MROO members to qualified legal services for Estate Planning
- Seeking discounts for MROO members on hearing aids and batteries
- Continuing every three years to consult members about potential new services

Strategy #2:

MROO will continue to improve its Communications and Engagement with members

- Maintain and enhance existing activities - newsletter, zone meetings, e-mails, website, retirement planning seminars
- Use more videos on our website, at our meetings and seminars, in our presentations
- Extend our reach... more coffee/muffin meetings with members, increased visibility at association conferences and retiree gatherings, contact with French-speaking members and members in smaller population centres

Strategy #3:

MROO will continue to Advocate for and support OMERS pensioners

- Promote MROO's many past lobbying successes since our 1977 beginnings
- Continue working with other organizations to defend defined -benefit pensions and pensioners,
- Provide education to members, prospective members, and other organizations on pension plans and retirement issues

Strategy #4:

MROO membership will grow by 30% by end -2021 (i.e. by 7500 net new members)

Among other methods, we will...

- Expand and upgrade our promotional materials
- Work closely with employers, associations, and union locals that pay for MROO memberships,
- Encourage more of them to do so
- Work closely with OMERS to ensure that new retirees are aware of MROO

Strategy #5:

MROO will continue to evolve the MROO organization and its processes, in order to serve our large and growing membership, including:

- more standardized information and procedures
- wider uses of the website and on-line resources