



Community
Futures
Développement
des collectivités



Renewing Our Strategic Direction: *Economic Development Driven by Collaboration*

June 3, 2024

HOW WE GOT HERE....

OCT 2023 SCANS

Strength: Good at partnership building and pulling the network together

Weakness: Need to be better at communications and strategy

Opportunities: Expand on advocacy and seek more operational efficiencies

Threats: Limited funding for network and program clarity risks

NOVEMBER 2023: BOARD BEGINS STRATEGIC PLANNING EFFORTS

- ✓ *Reinvent relevance and value proposition*
- ✓ *Improve communications and dialogue*
- ✓ *Modernize tools focusing on those that help all*
- ✓ *Support training that targets the whole network's needs*
- ✓ *Focus on advocacy*

FEBRUARY 2024: BRAINSTORMING FUTURE DIRECTION WITH REGIONAL NETWORKS

Guiding Principles

- 1) Best positioned** – Who is best positioned in terms of expertise and capacity to deliver value to members?
- 2) Leverage economies of scale, optimize resources** – Can economies of scale or optimizations of resources be achieved?
- 3) Geography** – Is the issue or opportunity unique to a specific region within the province of Ontario? The more the issue or opportunity is local, the more the role/responsibility is within the region.

ALL ABOUT SHARING!

WHAT	HOW
Advocacy: Focus on funding, partnerships, Ts and Cs	Create network wide steering group led by CFO
Training: Network-wide vs "local" specific	Training taskforce with CFO and Regional EDs
Marketing: Common branding/tools CFO with local delivery. Regional tools also shared across network	MARCOM will coordinate across all levels to maximize tools use and impact.
Best Practices: Developed and shared everywhere	CFO provides sharing platform
Communication: Ongoing bilateral dialogue among all	Open ended but looking to hard wire some elements

ALL ABOUT SHARING!

WHAT	HOW
Technology: Foster efficient and secure back office	MIS/Tech committee to meet quarterly
Tools and templates: Developed once, used many times	Developed everywhere, CFO houses, max consistency and reuse. Standing item for ED meetings.
Data Gathering: Collect and analyze data to drive advocacy and program improvements	CFO will update web portal
Group purchasing: Maximize economies of scale	CFO drives effort with expanded "benefits" committee

OUR STRATEGIC PLAN

MISSION

In a collaborative manner, we support and strengthen CFDC members

VISION

CFDCs are sustainable with the resources to help drive economic development throughout Ontario

OUR ORGANIZATIONAL VALUES



- 1. Accountability** to our members and our funders through ongoing communication and transparency in all our actions and operations.
- 2. Collaboration** and cooperation with our partners to achieve our mutual goal of rural economic prosperity.
- 3. Responsive** to the needs of our members through ongoing active dialogue and timely responses.

GOAL 1: ADVOCATE FOR RURAL ECONOMIC DEVELOPMENT

1. Develop a capacity and use it to identify and analyze CFDC issues and opportunities to drive advocacy work.
2. Build and deepen (non-federal) partnerships to support CFDCs and advocacy.
3. Ongoing advocacy program targeting federal and provincial funders and organizations.

GOAL 2: STRENGTHEN CFDC CAPACITY

1. Put in place and maintain exemplary governance practices.
2. Implement technology and infrastructure to enhance CFDC capacity.
3. Support professional development tailored to CFDC needs.
4. Provide cost-sharing services to optimize operational efficiencies.

EARLY COLLABORATIONS

Advocacy: Identifying issues for RDA roundtable discussions at conference

Training: Survey of needs and investigating CFP onboarding materials from across Canada

Marketing: Coordinated social media across CF platforms; actioning CFO external website

Best Practices/Tools & Templates: Re-organizing CFO Member's Only website...hub for knowledge exchange

Communications: Discussing streamlined quarterly CFO newsletter with regional activities and success stories

Technology: Offer cybersecurity support through renewed FedNor MIS funding, potential for real time sharing

Data Gathering: Look for simple tools to gather, and populate data portal with Southern Ontario CFs

Group Purchasing: Marketing health benefits plan to various suppliers

QUESTIONS: ROUND 1

1. What key messages did you hear and what are your overall reactions?
2. What questions do you have for clarification?

QUESTIONS: ROUND 2

1. What do you like about the shift in approach?
2. What suggestions do you have to enhance or improve the approach?