



OPPI Council Meeting Recap

September 24, 2024

The September Council Meeting marks the final meeting of the Council cycle / year for 2023/24. It is dedicated to the next year's Operating Plan & Budget (2025) presented by Susan Wiggins, Executive Director and Eugene Park, Director of Operations & Finance. Before presenting the plan and budget, the OPPI staff team first reflects on progress to date on the tactics and metrics laid out in the 2025 Strategic Plan followed by new tactics and metrics for the year ahead.

Notable focuses for the year ahead include:

- A number of strategic partnerships and initiatives related to the shortage of planners and the need to attract the next generation of planners into the profession.
- Practice Guides for the profession including two Practice Guides currently in development: *An Indigenous Consultation & Engagement Practice Guide* and *The Legislative Framework for the Planning Profession in Ontario Practice Guide*. These Practice Guides will be useful for those entering the profession, those upskilling within their organization and those trying to enter the profession from aligned professions. More will be added to the series each year.
- Expansion of our professional development offerings to also include content relevant to the communities of practice within our membership.

Council approved the 2025 Operations Plan and Budget as presented by the OPPI Staff Leadership Team. As part of the Operations Budget, Council approved two proposals related to membership and other fees:

- Effective January 1, 2025, student membership fees and public subscriber fees will be reduced to \$0, providing access – and programming support – to our two most important audiences outside our current membership.
- Effective January 1, 2025, all other membership categories dues will be kept at the 2024 rates, rounded to the nearest dollar. Council was pleased to support this recommendation which marks the second year without a membership fee increase.

In addition to the 2025 Operational Plan and Budget, Council considered a number of strategic initiatives for the 2024/25 Council year. Each one of these initiatives has been previously discussed and requested by Council. The discussion and approval at the September Council meeting was the timing of each initiative and access to reserve funds for each of the projects.

These projects all build upon each other and provide OPPI Council and Staff foundational strategies and information that sets us up for the next five plus years. They provide the framework for a new **Path Forward** and will be referred to as such. Below is an overview of the projects that were approved by Council and will move forward over the next year.

It is important to note that the first initiative has been previously approved and announced to the membership. For all initiatives, please be assured that regular updates will be provided to the membership through our regular communications channels.

OPPI's Path Forward: Leadership in DEI, Reconciliation, and Social Justice

OPPI is committed to providing leadership, education, and awareness regarding the inclusion of a diversity of voices including but not limited to Indigenous and Black perspectives in the profession of planning across Ontario. Since project initiation in August 2024, the organization has committed significant resources towards this work, actively engaging with members and volunteers and reflecting on feedback to inform our next steps and the co-creation of a DEI, Reconciliation and Social Justice commitment statement and implementation strategy.

Please read the [announcement issued to OPPI members on September 23](#) highlighting the work being done by the consulting firm selected by OPPI to support this important and transformational work by [Decanthropy](#).

OPPI's Path Forward: Mapping Our Professional Landscape Through Community Insight

OPPI will retain a third-party company or researcher to undertake a one-time Census Survey of our membership to better understand current communities of practice, member needs in terms of programming and content and current/future career plans.

Our profession has evolved over the past several years; this is a check-in to better understand the jobs our members do and the organizations where you work which will create base data for the planning community in Ontario and a means of understanding how to improve our educational and programming offerings to better support our members. We will then, with member support, be able to continually update our new data points through our membership renewal process.

This work will be carried out in the first quarter of 2025.

OPPI's Path Forward: Reignite, Renew, Rebrand: OPPI's Transformation

Building upon the first two initiatives, OPPI will retain a consultant to take OPPI through a rebrand exercise for the organization. Our current logo has been in existence since 1987. As we continue to evolve as an organization, our brand presence also needs to change to be more aligned with our membership and our strategic priorities as an organization.

The consultant will also provide recommendations for related marketing campaigns focused on increasing awareness of planning as a profession, the role of the Registered Professional Planner (RPP) and OPPI as the voice of planning in Ontario.

This work will be carried out in the 2nd and 3rd quarters of 2025.

OPPI's Path Forward: A 2035 Vision for Strategic Planning Excellence

A new Strategic Plan will bring all these initiatives together in an updated Strategic Plan that looks out well into the future. We will realign our path forward to focus on our membership, the next generation of planners, our organizational values and vision and the commitments we have established.

This work will be carried out at the end of 2025 and finalized at the beginning of 2026.