

STRATEGIC OBJECTIVE:

ACPM is the leading advocacy organization *that contributes to a balanced, effective and sustainable retirement income system in Canada*

The Strategic Plan is built on Four Pillars:

1. Focus on **Advocacy** that makes a positive impact with measurable outcomes
2. Foster inspired & engaged **Membership**
3. **Knowledge** showcasing ACPM thought leadership
4. Cultivate enduring **Connections** with members, stakeholders and volunteers

PILLAR 1 ADVOCACY

OUTCOMES/OBJECTIVES

- ACPM will use research and transparent governance to produce proactive and responsive policy perspectives
- Going forward, ACPM will develop responsive and proactive policy perspectives that balance diverse stakeholder views and generate value

KEY INITIATIVES

- Create a policy development framework that outlines the stages of analysis, policy creation and decision-making
- Revise the governance framework and processes that clarifies roles and responsibilities and enhancing the volunteer experience
- Create a multi-year advocacy agenda

PILLAR 2 MEMBERSHIP

OUTCOMES/OBJECTIVES

- ACPM membership includes all plan types, sizes and mandates
- Going forward, ACPM represents the full ecosystem of plan sponsors, administrators, and service providers

KEY INITIATIVES

- Monitor engagement of new members
- Member segmentation model that streamlines communication and activity by member type
- Develop value proposition by member segment for targeted outreach

PILLAR 3 KNOWLEDGE

OUTCOMES/OBJECTIVES

- ACPM offers modernized events and member service
- Going forward, ACPM's resources will enrich industry knowledge, skills and talent

KEY INITIATIVES

- Augment annual national conference as the premier industry gathering
- Negotiate research, education and peer partnerships
- ACPM to produce additional webinar content with relevant industry topics
- Include education offerings linked to policy development

PILLAR 4 CONNECTIONS

OUTCOMES/OBJECTIVES

- ACPM offers a variety of interactive events, communications and activities
- Going forward, ACPM will build community through inclusive and interactive events, communications and activities

KEY INITIATIVES

- Foster council connections
- Leverage collaborative opportunities within and beyond the membership base
- Leverage ACPM's strategic communication vehicles to share insights, promote policy leadership, and strengthen member engagement
- Strengthen stakeholder engagement via relationships and constructive feedback