

**CBC PENSIONERS NATIONAL ASSOCIATION  
THREE-YEAR ACTION PLAN (2018-2021)  
STRATEGIC OBJECTIVES**

## **COMMUNICATION**

### **Develop new PNA messaging using Mission/Vision/Values statements**

**Activities:**

1. Review PNA messaging and digital strategy.
2. Update brochures, posters, retirement kits.
3. Review and update PNA Website to be more current and to facilitate future design changes.
4. Develop a strong social media presence.

## **RECRUITMENT**

### **Achieve recruitment goal of 55% membership within 3 years**

**Activities:**

1. Establish contacts and build relationships with CBC/SRC Union leaders to acquire names and contact information of soon-to-be-retirees.
2. Explore the possibility of offering pre-retirement seminars in partnership with Unions and the CBC.

## **GOVERNANCE**

### **Improve governance of the PNA**

**Activities:**

1. Update PNA By-Laws to correct inconsistencies.
2. Create succession plans at all levels, staff and boards, to ensure stability and continuity on an ongoing basis.
3. Submit annual regional financial statements to the National Treasurer.

## **ADVOCACY**

### **Advocate internally and externally for the well-being of CBC/SRC pensioners**

**Activities:**

1. Continue to build upon and maintain a respectful and meaningful working relationship with CBC/SRC senior management.
2. Participate pro-actively in the 10-year review of the MOA relating to the Pension Plan surplus sharing.

3. Maintain active participation as member of the Canadian Coalition for Retirement Security in opposing Bill C-27 and any future legislation that could modify and/or convert defined benefit pension plans.
4. Provide support and resources to the Surviving Spouses Pension Fairness Coalition in achieving goal of providing pension benefits to post-retirement surviving spouses.
5. Maintain efforts to improve the Supplementary Health Care Plan by increasing benefits, lowering costs and opening plan to new subscribers.