



Professional Organizers in Canada

Top 5 Strategic Initiatives for 2024/2025



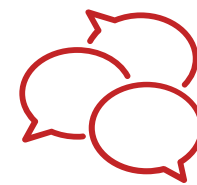
Chapter Structure & Management

The current Chapter structure presents several inefficiencies that hinder the effectiveness of POC. The proposed community model is a newer approach, where programming is primarily organized by region and deployed nationally rather than at the local level allowing the local groups to focus on networking and community building.



Communication Plan

A communication plan is essential for POC to effectively communicate with our members, stakeholders, and the public. It helps to ensure that important messages are delivered in a timely and consistent manner, and that the association's brand and values are consistently communicated across all channels.



Website Optimization

Improving POC's website is crucial for driving member engagement and public awareness including:

- A clear navigation system to help members find what they're looking for.
- A user-friendly **"Find An Organizer"** directory.
- Engaging and informative content that provides value.
- Optimizing the website's structure and functionality to improve search engine rankings.



Tech Stack

Invest in backend technology to ensure members, volunteers and students can enjoy a smooth and engaging journey with POC in order to access the full value of their membership.



Partnerships

Reimagining corporate, educational, and referral partnerships is crucial for benefiting POC members. By focusing on growing and strengthening our partnerships, POC members will gain access to resources, opportunities, and support that they may not have otherwise had.

