



Volunteer Canada Corporate Council on Volunteering (CCOV)

2017-2019 Strategic Plan



Founded in 2005 by Volunteer Canada in partnership with The Home Depot, The Corporate Council on Volunteering (CCOV) brings together a diverse and talented group of business innovators to lead dialogues and initiatives focused on volunteerism as a key component of corporate citizenship. The CCOV supports Volunteer Canada's mission to provide national leadership and expertise on volunteerism to increase the participation, quality and diversity of volunteer experiences, towards a vision of involved Canadians building strong and connected communities to create a vibrant Canada.

CCOV VISION: COMMUNITIES ARE STRONGER AND MORE CONNECTED BECAUSE CANADIAN COMPANIES ARE CHANNELING THE ENERGY, PASSION AND TALENT OF THEIR EMPLOYEES AND OTHER KEY STAKEHOLDERS, THROUGH VOLUNTEERISM.

CCOV MISSION: INFLUENCE AND INSPIRE DEEPER CITIZENSHIP ENGAGEMENT AMONGST CORPORATE STAKEHOLDERS, WITH A FOCUS ON EMPLOYEES, THROUGH LEADERSHIP THAT SHOWCASES AND PROMOTES PROVEN AND PROMISING PRACTICES IN VOLUNTEERING AND CORPORATE-COMMUNITY RELATIONS.

THE CCOV ACKNOWLEDGES THE INFLUENCE OF IAVE'S GLOBAL CORPORATE VOLUNTEER COUNCIL ON THE LANGUAGE USED IN FRAMING OUR MISSION.



We accomplish our mission through four streams of work:

SHARE/LEARN – Discuss, Debate, Deepen. “Action informed by data.”

We bring together, in person and online, our members in organized learning activities to discuss, debate and deepen our shared understanding of corporate citizenship engagement, particularly employer-supported volunteering (ESV), and its potential as a global force for good.

BUILD – Create, Innovate. “Shake it up.”

We develop new knowledge and resources for corporate citizenship engagement, particularly ESV, through research, sharing tools and experience, and collaboration on new tools for the Canadian context.

LEAD – Disseminate, Inspire. “Demonstrate best practice and value to the business audience.”

We actively share our knowledge, within our scope of influence and to other new audiences, in order to influence and inspire.

EXPAND - Grow, Diversify. “Increase our size and perspective.”

We expand the Council membership, growing numbers and diversifying perspectives, in order to strengthen shared capacity to pursue our mission.

In order to accomplish our mission in 2017-2019, the CCOV will have at least three task groups, working respectively on: Share/Learn, Lead, Expand.



SHARE/LEARN – Discuss, Debate, Deepen. “Action informed by data.”

We bring together, in person and online, our members in organized learning activities to discuss, debate and deepen our shared understanding of corporate citizenship engagement, particularly ESV, and its potential as a global force for good.

Strategic Imperatives:

- Diversify means of sharing practice information between members.
- Facilitate Council dialogue that elevates the practice of ESV, incorporating the experience of expert external resources, thereby creating the foundation for areas to BUILD and LEAD.
- Be aware and quick to convene on emerging issues.

Priority Practice Areas (PPAs) identified by members (Feb 2017 Members Poll): skills-based volunteering, impact measurement, SDG integration, engaging across generations, surge volunteering (including disaster response), collaboration between companies, micro-volunteering, building capacity of community partners, engaging non-employee stakeholders.

Planned 2017 activities:

Connect formally and informally in dialogue that advances the practice: Two meetings – June and Fall, 2017 in Toronto (Spring 2018 – Calgary); regular webinars; Linked In group for informal knowledge exchange. Employ facilitation techniques that produce forward-thinking discussion. Respond with learning opportunities to the insights on trends/best practices/areas for support gathered from the February 2017 Members Poll.

Share professional development learning: Maintain calendar of CSR events and attendance by Council members; Council members share key learnings from events and other professional development through a paragraph summary (and potentially at formal meetings/webinars).

Compare member program elements: Create a Members Survey from which a table of practices will be shared with the Council (not externally) - updated 2x annually.

BUILD – Create, Innovate. “Shake it up.”

We develop new knowledge about corporate citizenship engagement, particularly ESV, through research, sharing tools and experience, and collaboration on new tools for the Canadian context.

Strategic Imperatives:

- Collaborate to produce Canadian research on the state of ESV within the context of Community Investment (CI).
- Identify gaps in resources required by Canadian companies to excel in motivating engaged citizenship and collaborate to pilot/produce leading edge tools and supports.
- Build the capacity of the community sector and companies to partner on volunteering.

Planned 2017 activities:

Create the foundation for pan-Canadian research - Work with partner organizations to develop the methodology for Canadian research on the state of ESV with the context of CI.

Leadership on the SDG framework – Support Volunteer Canada as it develops a strategy that uses the SDG framework to promote and build capacity for volunteering.

Plan for 2018 Community Business Forum.

Contribute to the creation of tools and supports around Priority Practice Areas (PPAs)– As funding becomes available, add expertise and opinion to the creation of knowledge assets that build the practice of ESV.



LEAD – Disseminate, Inspire. “Demonstrate best practice and value to the business audience.”

We actively share our knowledge, within our scope of influence and to other new audiences, in order to influence and inspire.

Strategic Imperatives:

- Elevate the practice of engaging corporate stakeholders to volunteer as well as the visibility of the CCOV and its members by promoting best practices and value to the business community through events and media (traditional and social).
- Create targeted media and event opportunities that connects ESV to HR.
- Partner with other organizations and associations to demonstrate thought leadership to new audiences.

Planned 2017 activities:

Create and execute a media strategy for business audiences – Identify targeted channels, key messages/pitches and execute, drawing upon Council member companies for interviews.

Present at relevant conferences – Representing both their companies and the CCOV, Council members will propose and lead presentations at CSR, HR and other relevant opportunities.

Host and/or partner with industry-specific events – With a focus on CSR and HR, design opportunities to dialogue with new audiences through partnering with other events and shaping some CCOV events to include HR practitioners.

Short annual summary of member innovations – Publicly disseminate practices to inspire.

Involve other relevant departments and company stakeholders – Council members involve their companies to invite vendors, suppliers and colleagues from other appropriate departments to Council events and share relevant Volunteer Canada tools/resources/research with same.

Participate in policy dialogue – Council involvement in policy dialogue, as needed. In particular, screening and the Volunteer Protection Act.

EXPAND - Grow, Diversify. “Increase our size and perspective.”

We expand the Council membership, growing numbers and diversifying perspectives, in order to strengthen shared capacity to pursue our mission.

Strategic Imperatives:

- Grow the size of the CCOV, diversifying the size, location and industries of companies represented.
- Members are active ambassadors of the CCOV, representing their membership within their companies and at industry activities while promoting membership opportunities to stakeholder companies.

Planned 2017 activities:

Create clear terms of reference/accountability – Discuss with current members and share with new/prospective members.

Develop an onboarding program for new members and exit process for members leaving the council.

Recruit for diversity of geography, industry, size – Council members take an active role in recruitment. Revamp CCOV promotional material. Actively promote membership with vendors/suppliers and at events. Add CCOV representative bios to the CCOV webpage. Produce business cards and a boilerplate line members can use in their communications.

Create an annual document on CCOV accomplishments – Continue to demonstrate the value of the Council by sharing annual accomplishments within member companies and with prospective companies.

2017 Member Companies of the CCOV

(as of April 1, 2017)

Accenture

Manulife

American Express

Meridian Credit Union

BMS Group

PwC Canada

Cenovus Energy

RBC

CIBC

SAP Canada

Deloitte

Salesforce.org

Investors Group

TD Bank

Keurig Canada

The Home Depot

