



New Brunswick Medical Education Foundation

**STRATEGIC PLAN
2017-2020**

Prepared by...



The New Brunswick Medical Education Foundation Inc. 2017 - 2020

Overview

In November, the Board and Committee Members of the New Brunswick Medical Education Foundation embarked on a strategic plan refresh as part of the strategic planning process. Working together, the team considered strategic priorities, accomplishments to date, ongoing objectives and opportunities to contribute to educating and retaining young doctors, province wide. As a result, the team gained clarity and alignment on the strategic plan for 2020, and, in particular, determined what is required to achieve the desired results.

Accomplishments in Past Cycle

The NB Medical Education Foundation has gifted approximately \$1.5 million since its inception. The scholarships were awarded to medical students studying medicine at an accredited medical school.

Over the past strategic plan period, the N.B Medical Education Foundation was established. The foundation has since hired an Executive Director, supported 199 students and formed an alumni committee with 95 Grads.

Areas of Opportunity for 2020

Continued growth and being recognized as a provincial organization is the focus for 2020. Increase the recognition and trust of the brand and become the leading scholarship organization for medical students to train and remain in New Brunswick. This includes a clear marketing strategy that enables continued growth in endowments, highlighting accomplishments to date. There is also a requirement to measure and communicate results to demonstrate impact and success. Increasing the size of the fund and donor awareness is paramount for continued growth. Alumni engagement will also be key to the success of the strategic plan.

Strategic Plan Pillars 2020

The 2020 plan will focus on four strategic themes:

- Donor Relations and Fund Development
- Return of Service
- Alumni Engagement
- Marketing and Communications

Donor Relations and Fund Development

Areas of Focus:

Measurement:

Identification of drivers, establishing targets, development of key performance indicators, determining long term outcomes, reporting results, and most importantly, communicating results to current and future donors.

Increase Donor Base:

Target markets established with an action plan to grow the donor base over the three year period and as a result increasing donations by 10%.

Implementation of a tailored donor plan to ensure donors feel connected to the results, actions that connect recipients to donors, demonstrate appreciation and maintain and grow relationships.

Financial Planning:

Increase funding in the following areas:

- Increase government funding by 100% (\$1M)
- Increase private funding by 20% (\$1M)
- Encourage funding from other towns and cities around the province. (2-4 scholarships)

Return of Service Contract

Areas of Focus:

Measurement

All students in receipt of a Scholarships over \$4000 must sign a Return of Service contract to secure their return to NB to practice following residency. The foundation will start measuring the success of this contract by collecting data on those students currently in residency and once complete where they begin to practice. We would also like to capture how many students were turned away from our province due to the lack of a billing number vs. a decision to move elsewhere.

Alumni Engagement

Areas of Focus:

Building Alumni Engagement

With all alumni now registered in our database we will work to increase engagement in the foundation. We would like to form an alumni committee that meets on a regular basis to help move this forward. The committee would also establish a convenient one-point of contact for all Alumni.

The Foundation has a target to host four alumni events in different regions over the next 2-years. In order to meet the target the foundations must determine cost and secure funding.

Alumni Donations

It is our goal to have at least 50% of the alumni donating back to the foundation early in their career with smaller denominations. This will help measure the level of engagement among alumni.

Marketing and Communications

Areas of Focus:

Marketing and Communications Strategy

Increase visibility and awareness of the N.B. Medical Education Foundation by building a marketing and communications strategy that includes donor profiles, social media engagement, and donor appreciation events, with a particular focus on gaining provincial recognition.

Brand Recognition and Trust

The relationship between the Foundation and its donors is imperative. It must begin with quality in all aspects of the organization in order to build trust.

As an organization, talk about our impact, successes and results. Demonstrate the importance of the N.B. Medical Education Foundation by building awareness for current and future donors. Provide opportunities for people to see, feel and hear the benefit we provide. Learn to talk about how the N.B. Medical Education Foundation actively supports the viability and sustainability of health care in New Brunswick.

Conclusion

By focusing on our results, telling our story and building relationships, we will fuel our strategic plan and achieve our goals for 2020. Together, we will continue to focus on our vision, build on our mission and live the values of the New Brunswick Medical Education Foundation.