



OCULL Executive Action Plan

2024-25

REVISED Jan 6, 2025

Advocacy and External Affairs

Sector and Industry Relations

Engagement across and adjacent to the PSE sector with relevant bodies, agencies, professional associations and industry representatives

1

Government Relations

Engagement with all levels of government or government funded initiatives or agencies

2

Public Relations

Representing OCULL in public forums, news outlets, social media and other channels

3

Note: not all initiatives necessarily have a corresponding action, activity, or target.

Advocacy and External Affairs: Initiatives

Initiative Description	Activity
<p>Sector and industry relations: Strengthen our relationship with Council of Ontario Universities (COU) and other system stakeholders</p>	<ul style="list-style-type: none"> - Establish a regular meeting cycle with COU President and/or COU Executive Team to discuss collaboration opportunities and advocacy messaging - Meet with senior CE leaders across the OCULL membership to discuss OCULL's relationship with their institution and the sector
<p>Government relations: Build on existing relationships to champion the benefits of CE</p>	<ul style="list-style-type: none"> - Establish regular meeting cycle with government officials, particularly from the Ministry of Economic Development, Job Creation and Trade, and the Ministry of Labour, Training and Skills Development
<p>Public relations: Establish public presence for CE in Ontario</p>	<ul style="list-style-type: none"> - Review and finalize OCULL's 3 key messages - Update website using key messages and new media assets - Amplify and elevate to build CE presence in Ontario

Member Services and Internal Affairs

Development

Support the development of individuals and members through events and communities of practice in areas of member need

1

Outreach

Share information and updates with members through various channels

2

Scholarship

Increase scholarly activity relevant to continuing education in Ontario to increase awareness of CE as a distinct field and established stream of scholarly activity

3

Note: not all initiatives necessarily have a corresponding action, activity, or target.

Member Services and Internal Affairs: Initiatives

Initiative	Activity
<p>Development: Support the ongoing professional development of individuals and members</p>	<ul style="list-style-type: none"> - Engage OCULL institutional representatives to promote CoP within their institutions and boost attendance - Pulse membership's professional development interests
<p>Outreach: Further expand the reach and offerings related to the OCULL Annual Retreat</p>	<p>Host annual member retreat in October 2025. Focus on:</p> <ul style="list-style-type: none"> - a) concentrating senior leader sessions in ½ day, - b) attracting visible keynote speakers, and - c) rethinking participation by providing multiple entry points for knowledge dissemination
<p>Scholarship: Build a foundation of in-Ontario scholarship related to continuing and professional education</p>	<ul style="list-style-type: none"> - Engage with CAUCE regarding opportunities to promote CE scholarship related activities or recipients from Ontario - Increase opportunities for contributions to our communication channels (i.e. newsletter)