

VPFSC BN 3

December 29, 2010

BRIEFING NOTE – DEVELOPMENT OF FIELD SERVICE VISION AND MISSION STATEMENT

BACKGROUND

The RAC Board and Executive met in late September and developed a vision statement (attached). It makes a general link between the ARES component of the Field Service and the delivery of a “RAC field training programme”. At the 13 January, 2011 meeting the Council is expected to approve in principle an ARES training philosophy and authorize the creation of a working group (WG) to develop an ARES Specification. One of the topic areas is ARES “ethos”, which in turn reflects the ARES’ own mission and vision.

PURPOSE

The purpose of this Briefing Note is to gain Council approval for a WG whose function is to develop mission and vision statements for RAC ARES.

DISCUSSION

The mission and vision statements set the “tone” and guide the development of the Specification. These statements would normally appear somewhere in the preamble to the Specification document. Developing them usually involves some detailed philosophical discussion and therefore should be conducted in advance of the Specification review. While the Specification as a technical document can be developed by SME’s, it is recommended that the larger ARES community have an opportunity to contribute to the development of these statements.

From Wikipedia, “(a) **mission statement** is a formal, short, written statement of the purpose of a(n) ... organization. The mission statement should guide the actions of the organization, spell out its overall goal, provide a sense of direction, and guide decision-making.” It provides “the framework or context within which the company's strategies are formulated.” “Mission statements often contain the following:

- Purpose and aim of the organization
- The organization's primary stakeholders: clients, stockholders, congregation, etc.
- Responsibilities of the organization toward these stakeholders
- Products and services offered

“A Vision statement outlines what the organization wants to be, or how it wants the world in which it operates to be. It concentrates on the future. It is a source of inspiration. It provides clear decision-making criteria.” The mission and vision statements can be combined if appropriate.

SUMMARY

The Council is requested to appoint a WG, under the chair of a Section Manager, to develop mission and vision statements for the RAC ARES organization. Consultation should include section ARES members. A proposal should be put before the Council for approval at its February 2011 meeting to allow development of the Specification to proceed with minimal delay.

Prepared by Ian Snow VA3QT, Special Advisor

2010-11-15

RAC Bulletin 2010-032E - Vision Statement 2010-11-14

Vision for RAC as unanimously agreed upon by the Board of Directors and Executive of the Radio Amateurs of Canada:

'The Board and Executive of the Radio Amateurs of Canada, committed to the future of Amateur Radio in Canada and to the future of RAC, held a planning meeting in Ottawa from October 29th to October 31st as part of a process to map the future of RAC in the 21st Century. The Board and Executive have unanimously agreed upon a draft Vision for RAC.'

This Vision appears below and will be published on our website and appear in the January/February issue of 'The Canadian Amateur'. Comments from members and amateurs are welcomed and should be sent to Paul Burggraaf, Secretary, Radio Amateurs of Canada by email to the RAC Corporate Secretary at pburggraaf@nf.sympatico.ca

Radio Amateurs of Canada (RAC) becomes an integral part of Amateur Radio culture; when a new Ham obtains his/her certification, they rush to join RAC and enjoy the benefits of the organization which is recognized both nationally and internationally as the voice of Amateur Radio in Canada. If it is an Amateur Radio question, concern or issue. RAC is the organization that addresses those concerns and supplies the answers and guidance.

We attain high service levels; we meet the needs of our members and serve as an example to other international Amateur Radio organizations on how to service their constituents. Director, Executive and Assistant Director positions are coveted by RAC members, who are equitably represented by their elected officials. The annual convention is well attended and through technology, is made available to a wider range of members who cannot attend in person.

RAC pushes communications to their members, through a variety of methods. Ham nets, local club communications, face-to-face meetings, presentations, newsletters. The Canadian Amateur magazine, social networks and e-mail/web bulletins are among the devices employed. We achieve a level of communication with the public, and the various levels of government that truly reflects our capabilities and the extent to which we can contribute to both emergency communications and public awareness of the abilities of our hobby.

RAC promotes education and "elmering" to new Hams, and supports the training and coaching of RAC volunteers to achieve exemplary results, at the municipal, provincial and national levels. **The new RAC Field Training program is the recognized tool leveraged by our ARES groups** (emphasis added). Our volunteers are the lifeblood of our organization, and we develop an appreciation program that reflects our reliance on their abilities and commitment. All RAC members recognize and appreciate what the individual volunteers contribute, and the value that RAC, as an organization, brings to Amateur Radio in Canada.

RAC achieves a stable financial position, with a positive, growing membership which truly reflects the outstanding representation that RAC makes to Industry Canada and the world of Amateur Radio in Canada.

Paul Burggraaf
RAC Corporate Secretary