

Work Plan name: CoP/Loop Growth

Name of organization: ONF

Year 1: April 1st 2019- March 31st, 2020 (2 years)

Milestone #1:

Development, implementation and evaluation of a New Member Recruitment Plan

Activities	Start date	End date	Person(s) responsible	Performance indicator	Progress made
General recruitment/promotional strategies					
a) Promotional strategies a. One slide/infographic on benefits of Loop	Jan 2019	Feb 2019	MA	One slide/infographic created, reviewed and approved	
b) Provide promotional materials to general members on Loop to encourage them to promote	Jan 2019	Feb 2019	MA	Page on Loop housing this content	
c) Increase visibility of Loop on FPM 2019	April 2019	May 2019	MA and webmaster	Link across both sites	
Indigenous Network					
a) Teleconference with private group members from Loop in early 2019 a. Identify needs goals for this group b. Identify next steps	Jan 2019	March 2019	H.G., M.A. Emily, Vicky Scott	# of members in private group Needs and goals for the group, defined.	

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Recruitment of new Core Team members and responsibilities a) Seek provincial ambassadors on core team from BC, Quebec, Alberta, PEI, Newfoundland and Labrador, North west Territories, Yukon and Nunavut d) Identify core team's responsibilities and process for promotion of Loop e) Provide provincial Loop member metrics to provincial ambassadors quarterly f) Review recruitment needs on a yearly basis g) monthly Core Team meetings with at least two face-to-face	Jan 2019	Dec 2019	All	# of provincial ambassadors identified and contacted # of provincial ambassadors on core team	BC- Quebec- Alberta- PEI- Newfoundland and Labrador- North west Territories Yukon- Nunavut-
	Jan 2019	March 2019	MA and HG	Roles and responsibilities defined and approved	
	Jan 2019	Dec 2019	MA	# of Loop members by province	January 2019 May 2019 September 2019 December 2019
	Jan 2019	Dec 2019	All		
	Jan 2019	Dec 2019	All		

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meetings/year for a total of 11 meetings a year				# of regular meetings and face-to-face meetings of Core team	
CoP subgroups					
a) Formation of the Recruitment and Engagement subgroup	Jan 2019	Dec 2019	M.A.	# of core team members in subgroup Roles, goals and responsibilities outlined for this subgroup	
b) Newsletter/Webinar Subgroup - Explore new webinar concepts (e.g. open forum, webinar series)	Jan 2019	Dec 2019	MA and MT	# of mini newsletters released # of webinars released	
c) French Subgroup - This subgroup includes members from the Loop core team and the FPM partners - French webinar presenter	Jan 2019	Dec 2019	HG	# of French resources identified, translated and generated	
d) Evaluation Subgroup – ad hoc	n/a	n/a	HG		

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Milestone #2:

Development, implementation and evaluation of a Member Engagement Plan

Activities	Start date	End date	Person(s) responsible	Performance indicator	Progress made
Webinars a) produce 10 webinars per year - goal of one French webinar per year d) Support webinar presenters to post a summary or follow up questions/discussion on <u>Loop</u>	Jan 2019	Dec 2019	MA	# of webinars per year (ENG/FR) # of participants per webinar	
e) discuss the idea of open forum webinars - this has been explored through FPM focus groups - potential for open forum webinars on upcoming FPM initiatives	Jan 2019	May 2019	M.A. and M.T. with webinar subgroup	Standardized follow up	
	Jan 2019	June 2019	M.A.		

Commented [HG1]: Any tools or supports that would help make this happen?

Commented [HG2]: Does the Indigenous Network count as one?

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h) Monthly “how to” Loop webinars - review in 6 months				# of participants in monthly webinars	
Mini-newsletters b) Produce 24 mini newsletters every year	Jan 2019	Dec 2019	M.A.	# of open clicks as a results	
Loop Discussions a) Auto-alerts for comments, likes, etc.	Jan 2019	Mar 2019	M.A./web master	Functionality changed, yes/no	
b) Identify other moments to email Loop members (i.e. year end reports, feature topics, etc.)	Jan 2019	Dec 2019	All	# of special events for direct mailing to Loop members	
c) develop posting guide for Loop members as to how to frame their posts and how to come up with ideas for posting	Jan 2019	May 2019	M.A.	Product created and posted to Loop, need to re-brand for Loop and Loop Junior	
f) develop framework for discussion summaries to further encourage discussion on a particular topic	Jan 2019	March 2019	MA, AS and HG	# of discussion summaries	

Commented [HG3]: How about a quick survey of Loop members about the newsletters and what they would wish to see?

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<ul style="list-style-type: none"> - Monthly or bi-monthly discussion summaries - Identify content for all sectors, disciplines represented on Loop (i.e. LTC content, etc.) 					
<p>Yearly member survey Disseminate member survey, analyze data and provide final reports and updates in Loop</p> <p>Identify areas for change and improvement</p>	October 2019	November 2019	MA	<p>Final reports provided with information in Loop</p> <p>Recommendations for change/improvement generated</p>	
<p>Recognition program a) develop a recognition strategy for active Loop members</p>	Jan 2019	May 2019	M. A. and Core Team	Recognition strategy developed for each type of Loop member (as per HQO categories)	
<p>Engagement of external stakeholders</p>					

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a) Identify stakeholders across Canada who have broader mandates than fall prevention but yet an interest (i.e. pharmacists, etc.)	Jan 2019	Mar 2019	M.A. with input from all	Stakeholder matrix by sector and geography	
b) explore opportunities for contribution/collaboration (i.e. posts on Loop, articles in their newsletters or other, webinars, etc.)	Mar 2019	Dec 2019	All	# of external stakeholders identified # of agreements and contributions to Loop and about Loop # of new members As a result	
Knowledge Centre a) Develop Knowledge Centre back end to track information requests and knowledge products	Jan 2019	Mar 2019	MA, AS, webmaster	Back end development	
b) Develop framework for Knowledge Products	Jan 2019	Mar 2019	HG and consultants	# of knowledge products published	
c) Publish Knowledge Centre trends from 2018 - consider doing this annually	Dec 2018	Jan 2019	MA	KC trends published	

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Implementation Science Supports	Jan 2019	May 2019	HG and HM	Framework and outline of service	
Core Team Face to Face meeting Dec 2018- identified opportunity to explore implementation services between core team members from ONF and RNAO					

Commented [HG4]: Let's talk whether this should be a 4th strategy or under member engagement

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Milestone #3:

Development and implementation of a Loop technology improvement plan

Activities	Start date	End date	Person(s) responsible	Performance indicator	Progress made
Knowledge Centre back end	Dec 2018	Mar 2019	M.A. and webmaster	Back end development	Quote reviewed and approved, waiting on webmaster for progress
Small technical improvements - Changes to menu bar (popular topics and webinar archives more visible) - Incorporating Fall Prevention Month website in Loop - Move Knowledge Centre and Webinars CTA boxes to top of member home page - Easy messaging system to an admin member for assistance	Jan 2019	May 2019	M.A. and webmaster	# of small technical improvement accomplished	Waiting on quote from webmaster

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<ul style="list-style-type: none">- Automated emails after inactivity at 2, 4 and 6 months, with option to de-activate Loop profile- Enlarge text field for discussion background and comments- Improve navigation of Calendar and include time zones for events- Notifications for any new activities in private groups- Help Desk box, icons with different topics (changing)					
Explore idea around tailored content/member suggestions for members	Jan 2019	June 2019	MA and webmaster		
Explore idea around public workspaces,	Jan 2019	June 2019	Core team		

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forum or other methods of creating community around specific topics (regionally, or other)					
Explore integration with third party websites/services to add value for members (e.g. for document storage/editing, meetups, webinars, fundraising, continuing education, project management)	April 2019	December 2019			
Create promotional video for Loop to be located on Loop public homepage	September 2019	December 2019	MA	Inquire with Durham college on student availability, application process, etc.	
Develop a Loop cleanup strategy with timelines, targets and focus	September 2019	December 2019	MA and HG	Process outline	
Review Loop interface look and functionality (big review)	January 2020	March 2020	M.A. and webmaster (and possible external consultant for objective assessment)	# number of improvements identified	Winter 2019

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				Feasibility of changes assessed and implemented	
Add an integrated tutorial to Loop website, as a series of pop ups as users navigate the site	2020 (in case there are major updates after the big review)		M.A. and Webmaster		

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