

STRATEGIC GOAL #1

Industry recognition of our standards and leadership

Objective #1

Employers are using the RI network for hiring purposes.

Objective #2

Employers understand the value of the RI designation and are referencing the designation in job postings.

Objective #3

We will provide fact-based research to the industry and the community

Objective #4

REIBC will promote education to support the reconciliation with Indigenous Peoples

Objective #5

REIBC will promote diversity, inclusion and equality

Strategic Goal #2

Engaging and growing our membership

Objective #1

We have an engaged membership that supports member participation.

Objective #2

Members are engaged and finding value.

Objective #3

We are adding new members each year

Strategic Goal #3

Increase our revenue sources.

Objective #1

We see non-member revenue increase year over year

Objective #2

We have a financial plan with balanced budgets for the next 3 years.