

MISSION

PIBC supports, connects and advances the planning profession in BC and the Yukon through certification, ethical standards, education and advocacy.

VISION

Planning is a trusted, influential profession fostering inclusive, resilient and thriving communities.

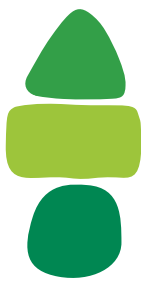
OUR VALUES




Advocacy
Decolonization
Professionalism
Excellence

Future Focus
Equity
Collaboration
Reconciliation
Accountability

STRATEGIC PRIORITIES

PURSUE JUSTICE, EQUITY, DIVERSITY, DECOLONIZATION INCLUSION & ACCESSIBILITY



-  Become an Institute that embraces JEDDIA principles
-  Provide and promote education for planners about JEDDIA principles and Reconciliation
-  Advance action on Reconciliation

ENHANCE MEMBER VALUE, ENGAGEMENT & RECRUITMENT



-  Diversify and enhance communications to members
-  Support planners in career development
-  Improve member certification process
-  Increase the value proposition of membership
-  Broaden and diversify member recruitment

RAISE THE PROFILE OF THE INSTITUTE & PROFESSION



-  Build awareness of the planning profession among secondary students and educators
-  Create a digital media strategy
-  Strengthen media relations
-  Strengthen government relations
-  Broaden and strengthen partnerships

ADVANCE EXCELLENCE IN GOVERNANCE & OPERATIONS



-  Align operational resources to deliver strategic priorities
-  Support effective Institute governance
-  Manage finances and operations effectively