

# NORTH SHORE RESCUE

A volunteer community-based search and rescue team providing a life-saving service to the public, 24 hours a day, 365 days a year.



# THE NEXT BEST 5 YEARS

**Examining the current strategic plan and providing recommendations to improve**

**Strategy:**

1. Management
2. Communication
3. Cultural

**Human Resources:**

1. Stakeholder Relations
2. Donor Engagement Plans

**Recruitment:**

1. Expansion of Recruitment Efforts

**Marketing:**

1. Utilization of Social Media Platforms
2. Partnerships
3. Current Position on Social Media

**Our team:**

Aidan Kellett, Ashley Dsouza, James McMichael, Jessika Thaler, Justin Sooksavath, and Michael Wong

**HR Management:**

1. Feedback & Recognition
2. Training and Development

**Governance:**

1. Electronic Communication Policy
2. Social Media Guideline
3. Process of Purchases
4. Process of Decision Making
5. Risk Management

**Finances:**

1. Triple Bottom Line Strategy
2. Fundraising

**Operations:**

1. Operational structure
2. Retention of Volunteers

**BADM 470:**

Business Policy and Strategy

**Instructor:**

Frank Dixon