

Paramedic Chiefs of Canada Strategic Plan 2026-2029			
Hope & Dream Canadian paramedic services are a critical part of fully integrated healthcare and public safety systems.			
Vision PCC is the recognized and trusted voice of paramedic leadership and service delivery in Canada.			
Mission PCC is the voice of paramedic leaders in Canada. We support the advancement of paramedic, emergency medical, and communication systems through knowledge exchange, thought leadership, and development of emerging leaders.			
PCC Values			
Knowledge	Integrity	Leadership	Relationships
Our work is led by subject matter experts and is evidence-informed.	We are trusted, accountable leaders dedicated to advancing system effectiveness.	We are leaders who build leaders, empower systems, and innovate change.	We are collaborative and inclusive in engaging and connecting diverse and aligned interests.
Strategic Imperative Member Satisfaction			
PCC Customer Experience			
5.1 Members	5.2 Partners	5.3 Government Officials	
"PCC provides clear and a representative voice for the paramedic sector"	"Through our partnership we achieve mutually beneficial results"	"PCC is a trusted expert. We seek their guidance to support policy and decision-making"	
Financial Accountability			
4.1 Sustain: We ensure the sustainability of PCC by prudently managing resources.		4.2 Grow: We position PCC for future growth.	
4.1.1 Maintain expenses within budget		4.2.1 Non-core activities are supported through non-core sponsorship and grants	
4.1.2 Core revenue (membership dues and core partnership) is sufficient to support core operations		4.2.2 Expand and recruit new members (traditional and broader)	
4.1.3 Expand grants and sponsorships to support core operations		4.2.3 Revisit fee structures of the organization	
Deliverables (* denotes one year priority)			
3.1 Knowledge Exchange	3.2 Thought Leadership	3.3 Develop Emerging Leaders	
3.1.1 Refresh data sharing through definitions library and repository	3.2.1 Develop an inclusion policy	3.3.1 Implement federal government relations and local advocacy strategies	
3.1.2 Knowledge acquisition through formal research and informal experiential/community-based learning	3.2.2 Build a policy sharing platform	3.3.2 Update PCC website	
3.1.3 Mobilize knowledge through a hub which produces research, blog posts, and other content designed for target audiences	3.2.3 Connect with more leaders through expanded viewership in webinars and podcasts	3.3.3 Develop leadership framework and provide development resources	
3.1.4 Document best practices in HHR leadership and front-line recruitment and retention		3.3.4 Implement a national data repository	
		3.3.5 Maintain and enhance mentorship program	
Operational Priorities – Our Operations support our member service approach and demonstrate our relevance to our partners and community			
2.1 Environmental and Data Analysis	2.2 Communication & Brand	2.3 Member & Partner Relations	
2.1.1 Strengthen institutional expertise on issues pertaining to paramedics	2.2.1 Strengthen and implement member communication strategy	2.3.1 Develop and deliver timely, accessible, relevant information for members	
2.1.2 Deploy and report on census	2.2.2 Strengthen and implement partner communication strategy	2.3.2 Improve sponsor confidence in PCC’s delivery on obligations	
	2.2.3 Develop and implement comprehensive public relations strategy	2.3.3 Enhance relationships with relevant Ministries	
	2.2.4 Expand social media presence	2.3.4 Support provinces in achieving self-regulation	
		2.3.5 Maintain excellence in sponsor relationships	
Organizational Priorities – Our people are equipped to deliver excellent service to our members and support one another in a healthy environment			
1.1 Human Resources	1.2 Governance		
1.1.1 Establish in-kind staffing support from partner organizations to support strategic priorities	1.2.1 Establish project management and accountability framework to support oversight and implementation of strategic plan		
1.1.2 Develop realistic HR strategy for sustainable organizational growth and development	1.2.2 Enhance committee structures to support strategic, governance, and operational needs		
1.1.3 Establish comprehensive framework for oversight of volunteers, in-kind staffing contributions, and employees	1.2.3 Ongoing support to ED		
1.1.4 Expand volunteer base	1.2.4 Engage Directors in stakeholder relations		
	1.2.5 Update governance structure		
	1.2.6 Review governance policies		