



BRITISH COLUMBIA FUNERAL ASSOCIATION

REPRESENTING CEMETERY, CREMATION
AND FUNERAL PROFESSIONALS

Strategic Planning 2024

October 25th, 2023 @ Richmond BC

In Attendance:

Athena Theodorakakis- President
Shane Dickson- President Elect
Mark Revie- Past President
Jason Meidl- Education and Apprenticeship Chair
Lorraine Fracy- Government and Legal Chair
Jennifer Hoskins- Conference and Continuing Education Chair
Frank Scaglione- Membership Chair
Brigitte MacNamara- Education and Apprenticeship Committee
Ryan McLane- Government and Legal Committee
Bill Clark- Conference and Continuing Education Committee
Bradd Tuck- Executive Director



Board Motivations

Fill Vacant Seats

- Arbor
- Independent
- Cemetery

Build Volunteer Base

- Recruit through email, social media, in person
- Create QR Code to give to employees
- Increase Employee Member engagement

Board Governance Training

- Improve Board Orientation Package
- Annual Governance Training in June

Increased Staff Capacity

- Greater staff role in implementing projects
- Continued evaluation of staffing needs to meet organization goals

Board Governance and Succession Planning



Review and Reduce Logbook

Engage with SkilledTradesBC to define scope of what can change

Reduce evidence register and event reports

Align process with other provinces

Implement by 2024/25 School Year

Explore digitization of logbook



Digitize Records in Storage

Gain permission to digitize logbook records

Digitize all records more than 3 years old

Implement by end of 2023



Create Sexual Harassment Policy

Research policies for other training programs with workplace component

Implement by 2024/25 school year

Education and Apprenticeship



Continuing Education

- **Engage All Membership Categories at Conference**
 - Cemetery workshop and field day
 - Supplier engagement and potential credit for visiting booths
 - Increase variety in topics
- **Offer 6 CEUs Per Year**
 - Increase # of credits per course
 - Offer free CEUs to members
 - Find sponsorship for sessions
- **Increase Professional Development Opportunities**
 - Meeting in a box
 - Leadership Training
 - HR Resources

Membership

- **Create PR Campaign to “Keep Funerals Alive”**
 - Engage with PR Company and create visual content
 - Roll out on social and traditional media
 - Launch project at AGM 2024
- **Create Simple Service Award Database**
 - Create database of employees
 - Update annually in January
- **Increase Engagement with Member Employees**
 - Create QR Code card and landing page to join newsletter
 - Create Contest to increase Employee Member updates
 - Build Volunteer Base with potential future board members

Increase Website Functionality and Value

- Create Members Only Portal
- Add Member's Only Benefits
- Increase Newsletter Content

Increase Social Media Presence

- Focus on Facebook and LinkedIn
- Hire Sprouting to manage content

Increase Member Value

- Create AGM Slide showing accomplishments
- Increase CEU credit offerings
- Increase Member Benefits

Membership

Government and Legal

Coroner's Service

- Educate membership on changes to the administration process
- Bring back a value-based bid process for contractors
- Address unlicensed storage
- Public pressure to increase funding to coroner's service and address dysfunction
 - Hire PR Firm or new lobbyist
 - Re-engage with Ministry

Government and Legal

Public Guardian and Trustee

- Increase funding in contract extension
 - Increased fees for storage, basic services, travel
- Reduce timelines and increase communication
- Fasttrack referral to MSDPR

Government and Legal

Ministry of Social Development and Poverty Reduction

- Increase funding to \$3500 combined fee and tie increases to inflation
- Fasttrack process when referred by PGT
- Add storage fees to contract

Consumer Protection

- Meet regularly to discuss regulatory and compliance issues
- Work to simplify CEU accreditation process

Quarter 4 2023 Tasks

- **Board Governance**
 - Recruit Volunteers
- **Education and Apprenticeship**
 - Engage with SkilledTradesBC to start logbook review
 - Research Sexual Harassment Policies in other Workplace training environments
 - Digitize Logbook Records
- **Continuing Education/Conference**
 - Approval and planning of January 2024 CEU Webinar
 - Meeting in a box pilot- Children's Grief
- **Membership**
 - Website Update
 - Engage Sproing for Social Media Management
- **Government and Legal**
 - Advocate MLA and MSDPR for funding increase
 - Engage Non-Profit Members to advocate for ministry increase
 - Negotiate new contract with PGT and reduce wait time





Quarter 1 2024 Tasks

- **Board Governance**
 - Recruit 3 new board members
- **Education and Apprenticeship**
 - Complete Logbook review
- **Continuing Education/Conference**
 - Launch meeting in a box at conference
 - Plan 2 addition CEU hours for 1st half of 2024
- **Membership**
 - Create scope for “Keep Funerals Alive” project and hire PR firm
- **Government and Legal**
 - Final push for budget 2024 inclusion of fee increase
 - Research PR to advocate for improved Coroner’s Service



Quarter 2 2024 Tasks

- **Board Governance**
 - Governance training @ June meeting
- **Education and Apprenticeship**
 - Finalize Sexual Harassment Policy
- **Continuing Education/Conference**
 - Implement 2 CEU credit hours and plan 6 additional for 2024
 - Meeting in a box #2- Leadership in Funeral Service
- **Membership**
 - “Keep Funerals Alive” campaign
 - Engage volunteers from staff level
- **Government and Legal**
 - PR Campaign to improve government services
 - Ongoing Advocacy

Quarter 3 2024 Tasks

- **Board Governance**
 - Succession planning for 2025
- **Education and Apprenticeship**
 - Implement new Logbook and Sexual Harassment Policy
- **Continuing Education/Conference**
 - Offer 2 CEU credit hours
 - Meeting in a Box #3 - Topic TBD
- **Membership**
 - Roll out “Keep Funerals Alive” final product
- **Government and Legal**
 - Ongoing Advocacy