

BC Branch CIPHI Strategic Planning Teleconference

Minutes

February 8, 2012 from 08:30 to 10:00

Dial in: 1-866-613-5223

Access code: 4535350

ITEM	DETAILS	TIME	NAME (S)
	Location: Teleconference		
1.00	Roll Call	08:30	
	<p>Attendees: Gary Tam, Virginia Jorgensen, Jeremy Chow, Daniel Fong, Keir Cordner, Dale Chen, Rory Beise</p> <p>Guests:</p> <p>Regrets: Isher Deol, Crystal Brown, John Pickles, Greg Baytalan, Kuljeet Rai</p>		All
2.00	Approval of Agenda		
2.01	<p>Addition to Agenda</p> <p>Add – N/A</p> <p>Delete – Amendment of agenda item 6.02 and 6.03 – replacement of C Brown’s name with G Tam in 6.02 and removal of C Brown’s name from 6.03.</p> <p>MOTION: motion to approve agenda as amended. Moved. Seconded. All in favour. Carried.</p>	08:33	All
6.00	New Business		
6.01	<p>Review of the Strategic Planning Minutes 2012</p> <p>Reviewed the strategic plan for 2012 to evaluate previous year’s goals.</p> <ol style="list-style-type: none"> 1. Workshop/Education Conference – 2012 Educational Conference was cancelled. 2. New date for EPHW – EPHW 2012 was very successful. Received many positive comments. Various activities were carried out in the Health Authorities. 3. Maintaining existing membership – Membership has fallen since 2011. 	08:35	G. Tam

ITEM	DETAILS	TIME	NAME (S)
	<ol style="list-style-type: none"> 4. Centennial Celebration – Planning and celebrations are on-going. 5. Liaise with the Ministry – Positive dialogue conducted with Ministry. Communication is on-going. 6. Liaise with Unions – Positive dialogue conducted with Unions. Communication is on-going. 7. Quality assurance of the credentials. 8. Volunteer recruitment – Many volunteers have been recruited to assist with projects and committees. 9. Yukon rep – Have not been able to successfully recruit a representative from the Yukon. 10. Website revamp – Volunteer reviewed the website to provide comments on streamlining the website and to make it more user-friendly. 11. Fundraising Ideas – Fundraising is an on-going process. 		
6.02	<p>Strategic Planning – Strength, Weakness, Opportunity, Threat Analysis</p> <p>Strengths</p> <ul style="list-style-type: none"> • Committed group. Interaction, participation, and communication with the Branch have improved over the years. • Representation from each of the Health Authorities and the NCCEH. Each Health Authority has an Officer as a representative. • Dedicated hard work group with diverse backgrounds. • Finances/operations of the Branch are more transparent and open. • All Branch members are volunteers and are 	08:45	C. Brown

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	<p>dedicated to improving the profession.</p> <ul style="list-style-type: none"> • Adversity has allowed for transformation/transition. • Open communication with Stakeholders. • Open relationship with the Ministry and Regional Directors. • Improved relationship with students. • Very rich history in BC – dedicated historian working to preserve our history. <p>Weaknesses</p> <ul style="list-style-type: none"> • Low membership/non-mandatory membership. • Financial constraints. • Lack of recognition from non-members regarding the services the Branch offers. • All Branch members are volunteers and are limited by time constraints. • PHA has not been amended yet. • Link between the National Branch and the BC Branch can be improved. • Lack of Yukon representative. • Communications are only distributed to members. <p>Opportunities</p> <ul style="list-style-type: none"> • Connect with retired members. • Connect/form relationship with Yukon Branch. • Hold social events for members/students/non-members as a networking opportunity. • New stream of education – webinars. • Discussion with Regional Directors to permit mail outs to staff (1-2 times per year). 		

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	Threat Analysis <ul style="list-style-type: none"> • Finances/Financial climate. • Change in political parties. • Competitive nature of webinars. • Losing support of Regional Directors. • Rising cost of membership fees. 		
6.03	Strategy Planning 2013 <ul style="list-style-type: none"> • Focus on developing educational series to meet the needs of members. • Develop various streams to providing education – communicate with Regional Directors. • Increase membership and retain existing members – explore new methods to communicate with non-members. • Maintain and improve communication with stakeholders. • Biannual strategic planning to cover a presidential term, with annual review of the plan. • Succession report policy development. 	09:15	G. Tam/ C. Brown
	Adjournment at 10:00 Hours		