

## Priorities Discussed at the Strategic Planning Meeting

To ensure a productive strategic planning meeting the board and staff focused on three challenges: Administration Funding, Staff Retention, Recruitment and Development, and New Initiatives. Listed below are the introductions to the table discussions with the results listed in point form initiatives. After all ideas were presented then each participant was given one sticker per topic to place on their highest priority, these are then represented as “ratings” for each idea.

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### Administration Funding:

Currently WCRC is experiencing challenges in obtaining the administrative dollars to support the needed positions, duties and costs related to the administrative budget. The stability and viability of the organization as a whole is threatened if there is not a strong support system for our programs and services. Contract negotiations are not resulting in additional funds. In the 2019/20 fiscal year the organization will have approximately \$10,000 in additional deficit as the Pritchard Foundation donations have come to an end, and WCRC potentially uses an additional \$15,000 in reserves to balance an already too small budget. There are aspects of administration duties, such as social media and fundraising which are currently handled as “add ons” and are squeezed into the regular work schedule, which could be expanded if we had the resources.

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### Outcomes from the Meeting and Rating with Executive Director Comments:

Outcomes from the Meeting	Rating	Executive Director Comments
Amend funder contracts to include specific wages for ED, Bookkeeper, Contract Manager etc. rather than just one administration fee.	6	This is how I have been writing applications and letter of requests prior to contract negotiations.
Pay someone to look for new grant initiatives	4	This would be more beneficial paired with a new position that took on more duties as listed below.
Develop and hire a new position of fundraiser and social media captain.	13	If the board is willing to spend the money on this, a fundraising position would look at new initiatives and grants, RFP’s, etc.
Write a letter for RDNO		A letter was written and sent to the Board of Directors in mid-October 2018 with no response; Rick Fairbairn is looking into this.

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**Staff Retention, Recruitment and Development:**

In order to continue to provide excellent services WCRC must have a full complement of staff who are fully trained, experienced and efficient, with good salaries, good training packages and wages that are similar to those in Vernon. Being able to hire and retain individuals with previous experience and training would greatly reduce time that administration and colleagues need to spend in training, orientation and staff development. The current labour market is fierce and finding staff has become increasingly challenging. For example, Whitevalley has been advertising for a counselor for months and we have received only four or five resumes; most from applicants who are not qualified. In addition, wages will need to be made comparable to Vernon, otherwise service delivery is directly affected when people leave positions or go on medical leave, as WCRC cannot currently replace people at their wage rates, because they are much lower than similar positions in other communities.

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