



BCRTA

BC Retired Teachers' Association

MEMBER UPDATE



GUIDING PRINCIPLES



We provide services and partnerships for the financial benefit of our members, for their health and well-being, and we advocate to government for our members' best interests



We advocate for the public education system in our province and for issues involving seniors



70 YEARS



STRATEGIC PLANNING

- Identify strengths, weaknesses, opportunities and threats (SWOT)
- Get feedback from members

IDENTIFIED NEEDS

1. To build strength in the organization
2. Clarity and transparency for members, board and staff
3. Take hold of strategic opportunities
4. Preserve our member-led culture
5. Improve our service through a more professional operation

NEED #1: BUILDING STRENGTH

OUR GOAL:

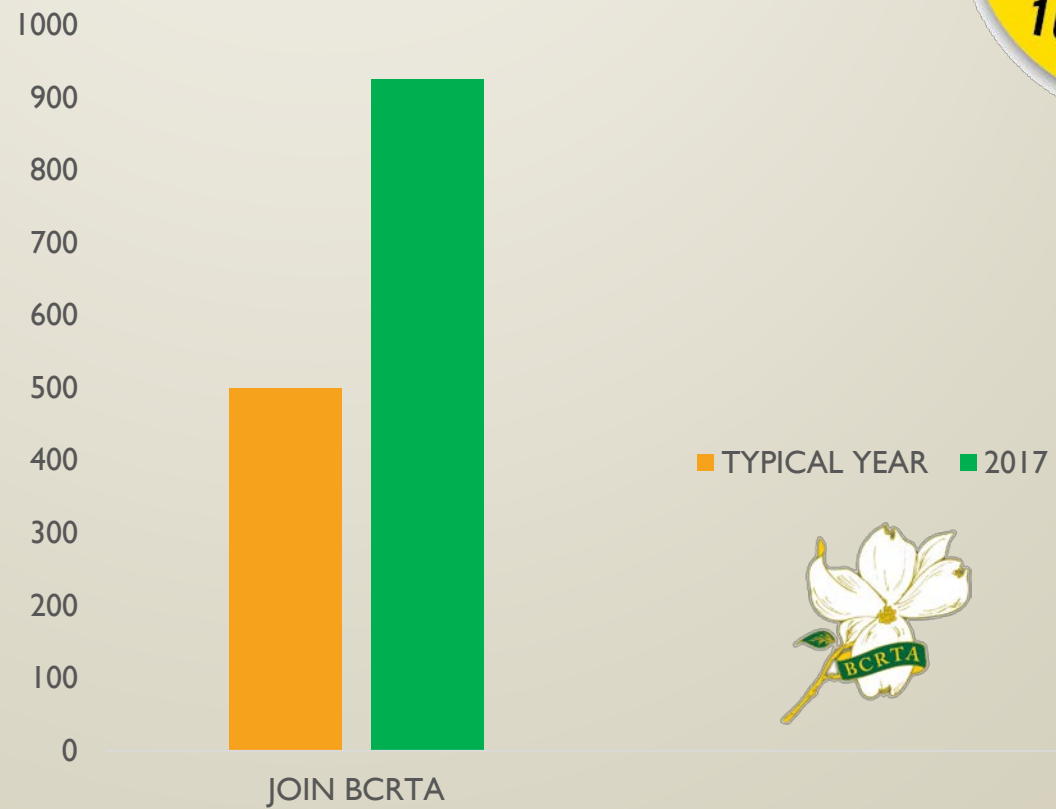
Increase and maintain membership by adding services and improving the member experience.



BCRTA Members' Advantage



GROWTH



NEED #2: IMPROVE CLARITY AND TRANSPARENCY

OUR GOAL:

Develop a unified communications strategy that includes print, web and social media.

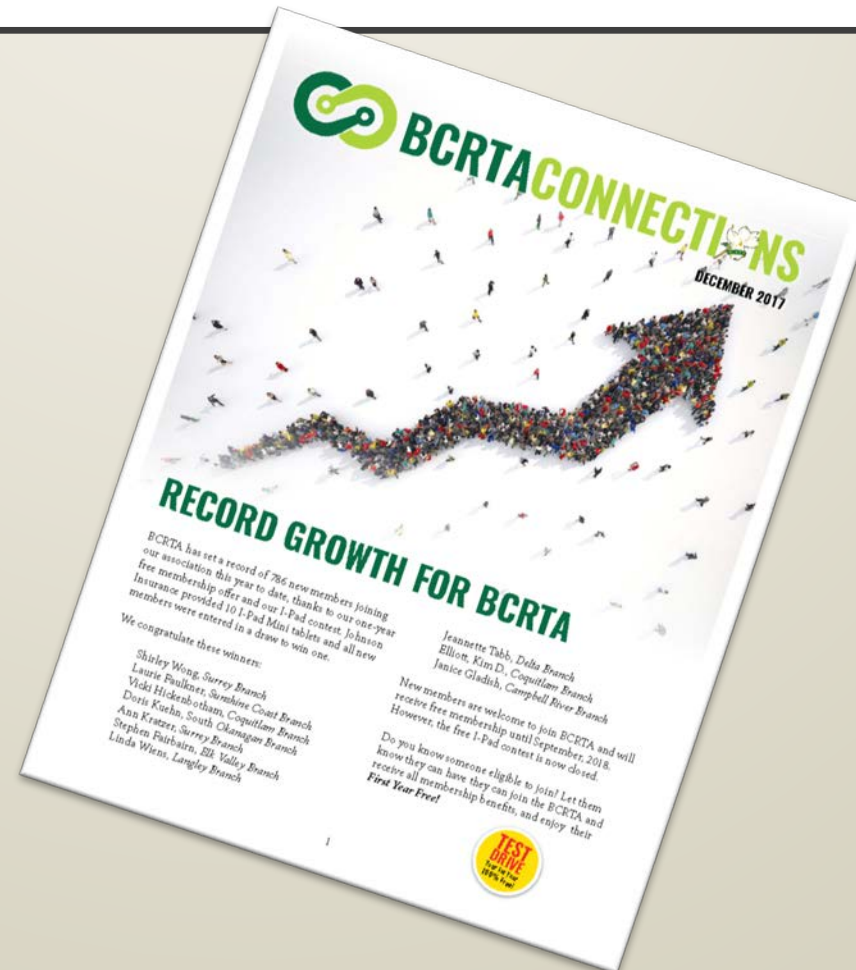
COMMUNICATIONS COMMITTEE

- Website and IT
- BCRTA Connections Newsletter
- PostScript Magazine

WEBSITE



BCRTA CONNECTIONS



PostScript



NEED #3: TAKE HOLD OF STRATEGIC OPPORTUNITIES

OUR GOAL:

Control Our Own Insurance Plans.

INSURANCE SERVICES



www.johnson.ca/bcrta

INSURANCE MODELS



**Commission
Model**



**Fully Owned
Program**

 **BCRTA REVENUE**

NEED #4: PRESERVE OUR MEMBER-LED CULTURE

OUR GOAL:

Further Develop Our Processes Including Committee Structures.



BOARD AND COMMITTEES





ACTIVE COMMITTEES

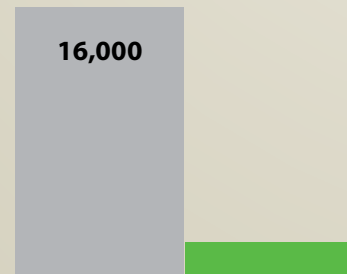
- New communications committee
- Strategic planning is led by working group, reports to board
- Action on priorities shown in feedback from members:
 - Pension and benefits protection
 - Better insurance options
 - Member deals
 - Advocacy for retired teachers and seniors

NEED #5: IMPROVE SERVICE THROUGH PROFESSIONALIZED OPERATIONS

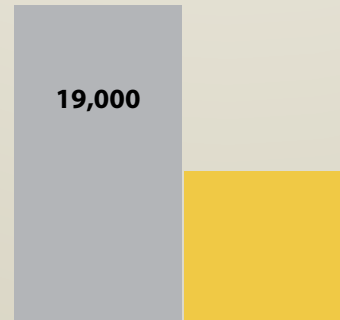
OUR GOAL:

Increase Staff, Including an Executive Director.

RTA MEMBERS AND STAFFING LEVELS



BCRTA



ALBERTA



ONTARIO

STRUCTURED GROWTH, MANAGED COSTS

- We can't afford to leave the office under-powered
- Stronger staffing to support growing membership
- Significant cash reserve, funds already allocated by members for staff upgrade
- New member signups will add tens of thousands of new revenue each year
- Professional staff will support growing insurance and Advantage partner revenues

STRONG AND GETTING STRONGER

You are part of the future of BCRTA!

Help us grow - invite a friend.







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THANK YOU!

bcрта.ca

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