

Membership Secretary's Report to BCGREA AGM – 2024-10-16

It has been a busy year since my 2023 report and I will mention some of the activities that I have been involved with. On September 29, 2024, the BCGREA had 11,297 members, which is a 1% decrease from the total reported last year. Some of this decrease was due to new members from the 75th Anniversary campaign declining to continue their membership after their initial free year. In addition, non-DCO members that we do not have contact information for were removed from active membership.

The delegate formula committee recommended polling the membership to determine their preference for a formula to use with respect to vote entitlement at the AGMs. 58.8% of the responses were for the 2 representatives per branch option and the results were statistically valid, so that option was approved at the April 2024 Directors meeting.

A 5-person committee followed up on the recommendation from the 2023 special general meeting and revised the membership types. The resolution to change the bylaw to incorporate these changes is being voted on at this AGM and a backgrounder explaining the changes was circulated with the pre-meeting materials.

A survey of branch executive members was conducted in March to get their assessment of their branch vitality. The responses showed that many branches are having a difficult time recruiting new executive members to take on leadership roles and that some branches have the potential to cease operating. A report summarizing the results in more detail was presented at the April directors' meeting and is available for viewing upon request.

A small committee reviewed the types of emails that are being sent out to members and defined categories to describe them. An email preference form was developed and sent to all valid email addresses advising that they could select the types of correspondence they wished to receive going forward to minimize the number of unwanted emails that they would receive. Additionally, wording and links were placed in the footer of broadcast emails that allow members to revise their preferences by submitting the preference form or by signing directly into their Member Portal and revising their selections.

Two Zoom meetings that included most of the branch membership people were held in the spring to offer the opportunity for people to get to know others filling these roles throughout the province and to solicit feedback. The participants felt that there was merit in holding an in-person meeting in conjunction with the October AGM in Tsawwassen and that will take place. A folder for membership people has been set up in Sync where notes from meetings since 2018 and other items of interest are stored. Use of the Sync file transfer process will be a topic of the October meeting.

The Findjoo data management system offers the ability to poll members of a branch to get feedback about their preferences and priorities. The Kootenay and Golden Ears branches contacted the provincial executive to advise them that the branch was in danger of folding. Polls were sent to branch members asking if they wanted the branch to continue and if they

were willing to take on a leadership role. Work is ongoing with these branches to see if sufficient interest exists to continue operations.

Central Support

Jodine Ducs has filled the Central Support duties for 15 months and she continues to take on new tasks when she identifies them. This approach is supported by the table officers as it can reduce the workload on volunteers throughout the association. Her willingness to help new potential members and current members reflects well on the association with many people expressing their appreciation for her efforts. Her assistance with organizing and supporting the Directors' meeting and the Annual General Meeting helps these meetings run smoothly and allows people to relax and enjoy the gatherings.

The past year has seen ongoing exploration of the Findjoo database platform. As Jodine has become more familiar with it, the opportunities it presents have been recognized and put into place. These have included attaching documents to member's records, expanded use of distribution lists to send out meeting notices, tracking and reporting on email campaigns and polls, tailoring information to meet the needs of the end users. In addition to using the system, Jodine has held numerous online training sessions with branch people to ensure those who want to use it are able to.

Another area where CS has expanded is maintaining the BCGREA website at both the overview and branch levels. Branch web pages are a great tool for getting information to members and branches are encouraged to keep their webpage up to date. Jodine can post information and photos when requested. The addition of the Events calendar allows quick checking of scheduled events at all levels. Branches can choose to update the calendar themselves or send requests to Jodine.

Moving forward, we will offer branches the opportunity to have CS assist with or take over the collection of payments from members who are not on the automatic dues check-off (DCO) system. Branches will be able to choose whether they want to take advantage of this or to continue collecting dues at the branch level. Details are still being worked out and we are currently looking into the option of using Findjoo to accept payment by credit card for those members who have chosen not to enroll in DCO with the Public Service Pension Plan (PSPP) or who are not eligible as they do not receive their pension from the PSPP.

Respectfully submitted,

Al Barclay,
BCGREA Provincial Membership Secretary