

## **Recruitment & Retention Committee Report**

### **BCGREA AGM October 16, 2024**

This year began with a complete review of **the R & R Committee Terms of Reference**. The updated version that is now posted on the BCGREA website, includes an objective to prepare a work plan for review and update annually.

**A major issue facing this association is retaining volunteers**, including executive members at all levels. In keeping with the need to gauge the vitality of branches within the BCGREA, this committee developed a **Branch Executive Questionnaire** that was sent out in February. Al Barclay compiled the results and analysis indicating that retaining volunteers and filling vacant executive positions remains a significant and ongoing challenge for many branches.

An amended version of the **Branch Formation Procedure** developed by Al Coccola and Wilf Brodrick, was approved at the Director's Meeting on April 23<sup>rd</sup> 2024 to be added to BCGREA Policies and Procedures. However, when a branch is facing closure, the R & R committee agrees with the pending AGM motion to change the procedure for **Branch Dissolution** to lower the number of executive required in order for the branch to remain operational.

This year the committee revised the **Role Descriptions and Guidelines** for key positions of Branch Chair, Secretary, Treasurer and Membership Chair. Final versions drafted by Al Barclay are now posted on the R & R webpage. It is pertinent to note: the guidelines are generic documents, meant to be *flexible* to promote smoother branch operations.

Cariboo Branch hosted a successful **'Open House'** in the Spring with the idea of bringing together upcoming retirees, potential and existing members in the geographical area while showcasing the Association to the general public. This type of event is an opportunity to promote connectivity and invigorate branches who are struggling. Western Communities and Nanaimo Branches are organizing a similar event in Duncan on Oct 8<sup>th</sup>.

**The Merchandise Committee** has remained active throughout the year, attracting some new branch representatives. The committee is pleased with the merchandise offerings this year, including new lapel pins and the latest t-shirts that will be available at the AGM for sale at just below cost. These items are included in a "traveling box" of BCGREA branded merchandise, available to branches for a hands-on look and direct purchase.

The **55+ Games in Salmon Salmon Arm** were held from Sept 10-13<sup>th</sup>. This event was successful in attracting visitors to the tent set up outside the arena with a highly visible BCGREA banner. Larry Martin and Al Coccola handed out a free BCGREA hat to members from local branches who dropped by. Feedback from participants and visitors was positive, including members of the Municipal Retirees Assoc. The 2025 Games will be held in Nanaimo. For more information on the games please contact Larry Martin at [kaleden155@gmail.com](mailto:kaleden155@gmail.com)

George Bowden has posted a **province wide 'Branch Event Calendar'** on the BCGREA website, showcasing the most up to date meetings and events that can be easily accessed on the main page by clicking on 'News' then 'Events'. Branches can edit in their own info or contact Central Support.

A list of suggestions for branch activities is posted on the BCGREA R & R website but looking ahead, more work needs to be done on implementing strategies and best practices for member involvement and retention.

Given the approximate 50 percent increase in membership resulting from the 75<sup>th</sup> Anniversary recruitment initiative in 2022, this committee supports the Table Officer's concept of another survey to assess the membership's current interests and priorities.

We invite anyone with interest and ideas to attend an upcoming R & R committee meeting by contacting the Chair of this committee. We thank Alan Kneeland who has stepped down for health reasons.

Bonnie Billington, Chair