

# DRAFT

## BC CHAMBER MEMBER FEEDBACK AND ACTION PLAN

MEMBER FEEDBACK	CURRENT INITIATIVES	PROPOSED INITIATIVES	TIMELINE*
Policy/Advocacy			
Support advocacy efforts of individual chamber members	<ul style="list-style-type: none"> <li>BC Chamber assists members on request with advocacy – setting up meetings with government, giving advice regarding strategy, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Develop an on-line Advocacy Handbook – “Government Relations 101, which would include a contact list of key Provincial government stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Short-term</li> </ul>
Facilitate more active participation by member chambers in the government consultation process and in policy development in preparation for the AGM	<ul style="list-style-type: none"> <li>BC Chamber proactively notifies members when opportunities arise for input to Government policy (e.g. pre-budget consultations, standing committee visits, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Encourage District Directors to identify regional issues and escalate them as appropriate</li> <li>Create a process to support District Directors to organize regular regional policy forums to which local, provincial and federal elected officials would be invited to listen to regional concerns</li> <li>Offer a workshop at the 2009 AGM on “Effective Policy Development” (no space at 2008 AGM)</li> </ul>	<ul style="list-style-type: none"> <li>Medium-term</li> </ul>
Provide more frequent policy updates/progress reports	<ul style="list-style-type: none"> <li>BC Chamber publishes a by-weekly e-newsletter – <i>Legislative Watch</i> – which actively tracks policy developments when the Legislature is in session</li> </ul>	<ul style="list-style-type: none"> <li>Add Legislative Watch and Express Newsletter to BC Chamber website and updated on ongoing basis</li> <li>Create a “Policy Matrix” to track the progress of every BC Chamber resolution and related government response</li> </ul>	<ul style="list-style-type: none"> <li>Short-term</li> </ul>

\* Timeframe: short-term= -1-6 months; medium-term= 6-12 months; long-term = 1 + years

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	<ul style="list-style-type: none"> <li>BC Chamber publishes a monthly e-newsletter – <i>Express Newsletter</i> – which includes policy successes</li> </ul>	<ul style="list-style-type: none"> <li>Prepare an end-of-year “Report Card” for the AGM which captures progress on key issues</li> </ul>	
Resolutions Book is unwieldy and too complex	<ul style="list-style-type: none"> <li>BC Chamber Board has identified five areas of focus for policy recommendations: Resource Sector, Competitive Taxation and Regulation, Crime and Public Safety, Skills and Labour Shortage, and Transportation</li> </ul>	<ul style="list-style-type: none"> <li>Upon approval at the AGM of these five priority areas, the BC Chamber will develop strategic plans around each and encourage/assist members to advocate on these issues</li> </ul>	<ul style="list-style-type: none"> <li>Short-term</li> </ul>
<b>Communications</b>			
BC Chamber needs to be more customer-focused and ensure better two-way communication with its members	<ul style="list-style-type: none"> <li>BC Chamber is hiring a Communications Manager</li> <li>BC Chamber Board has struck a standing Communications Committee to improve communications with and between member chambers</li> </ul>	<ul style="list-style-type: none"> <li>Create and execute Communications Plan to address needs of members</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>
Communication – especially by email – is often hit-and-miss		<ul style="list-style-type: none"> <li>Create a data base with email addresses and phone numbers of every chamber Chair, Vice-Chair and Executive Director as well as dates of all AGMs; update as required</li> </ul>	<ul style="list-style-type: none"> <li>Short-term</li> </ul>

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		<ul style="list-style-type: none"> <li>▪ Ensure information regarding policy initiatives, events, etc. is communicated systematically to appropriate chamber members</li> <li>▪ Add option to website to enable members to sign up for e-newsletter</li> </ul>	
New members of local chambers – and the chambers themselves – are often not aware of the value/benefits of belonging to the BC Chamber	<ul style="list-style-type: none"> <li>▪ BC Chamber produces each year a pamphlet outlining benefits of membership</li> </ul>	<ul style="list-style-type: none"> <li>▪ Add pamphlet to BC Chamber website</li> <li>▪ Create video highlighting benefits of membership</li> <li>▪ Encourage member chambers to put links on their website to the BC Chamber’s site</li> </ul>	<ul style="list-style-type: none"> <li>▪ Short-term</li> </ul>
Uncertainty regarding roles of CEO and BC Chamber staff		<ul style="list-style-type: none"> <li>▪ Add to BC Chamber website a description of the roles of staff and note their community interfaces (i.e. external boards, committees or taskforces to which they belong)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Short-term</li> </ul>
<b>Programs</b>			
BC Chamber doesn’t recognize diverse needs of member chambers		<ul style="list-style-type: none"> <li>▪ Determine how to effectively support member chambers with common interests (either by region or size) while maintaining a culture of inclusiveness and unity</li> <li>▪ Consider creating an annual “Big Cities Forum”</li> </ul>	<ul style="list-style-type: none"> <li>▪ Medium-term</li> </ul>

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<p>Little training/information is available for new chamber staff or board members</p>	<ul style="list-style-type: none"> <li>▪ “Best of the Best” is a Chamber program outlining best governance practices for both staff and board members</li> <li>▪ Chamber Accreditation Council of Canada offers an accreditation program for chambers that sets standards for developing and managing policy and procedures</li> <li>▪ BC Chamber funds Chamberlink, a list serve which enables staff to exchange advice regarding best practices</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify and reach out to new chamber EDs and Chairs/Vice-Chairs within one month of their appointment: send “Orientation Package” and follow up with phone call</li> <li>▪ Promote BC Chamber Executives training program for new Managers; add link to program on BC Chamber website</li> <li>▪ Put highlights of “Best of the Best I and II” ” on line and encourage staff and board members to enrol in the full program</li> <li>▪ Develop material that explains the role of the BC Chamber; put this information on line</li> <li>▪ Raise awareness of Chamber Accreditation Program and Chamberlink</li> </ul>	<ul style="list-style-type: none"> <li>▪ Short-term</li> </ul>
<p>There is no “policy and procedures manual” for new Board staff or Executive</p>		<ul style="list-style-type: none"> <li>▪ Develop an online “Policy and Procedures Manual” with best practices and high-level templates in a variety of areas including: governance, training, policy development, operations, marketing, communications, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Medium-term</li> </ul>

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Most BC Chamber events are held in Downtown Vancouver without involvement from member chambers	<ul style="list-style-type: none"><li>▪ BC Chamber partners periodically with local chambers to host Policy Forums on critical issues</li><li>▪ BC Chamber staff attend meetings/events on request</li></ul>	<ul style="list-style-type: none"><li>▪ Develop a process for local chambers to request assistance from the BC Chamber to organize regional/community policy forums</li><li>▪ BC Chamber Board and Staff to attend more events held by chamber members</li></ul>	<ul style="list-style-type: none"><li>▪ Short-term &amp; ongoing</li></ul>

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