

Work Plan 2018. Senior Liberal's Commission BC

Preamble

There are three ongoing elements of the BCSLC Work-Plan for the coming year, but cognizant of the fact that we are rapidly approaching an election year, some elements of the overall strategy and plan may be deferred for higher priorities as we move forward.

The elements of 'the Plan' are threefold:

- Policy Development
- Building Membership Capacity
- Communications

Other Key areas of activity by the BCLSC in the coming year:

- Formation of a 'Management Steering Committee' by the Executive to better coordinate the actions in Policy, Membership and Communications
- Work closely with the Election Platform Committee, to ensure that seniors' issues in British Columbia and Canada are front and center during the creation of the 'election platform document'.
- Increase the number of Constituencies with a BCLSC representative. There are currently 22, and the goal is full representation across 37 B.C. constituencies

2018/19 as an Election Year

The next Federal Election is set for **Oct. 21st, 2019**, so the work of the BCSLC executive and its constituency representatives will be shifting to election readiness and volunteer recruitment. These vital activities will include:

- Ongoing training of constituency representatives of the BCLSC to help them with both Commission work and Election Readiness
- Assist the sitting MP's in British Columbia and nominated candidates to address seniors' issues in their constituency and the Province
- Contribute to Election Readiness and Campaign Preparation
- Work closely with the MP's, candidates and particularly the Constituency Executives and Executive Directors (EDA's)
- Help recruit seniors around B.C. to play key roles and volunteers and campaigners for the upcoming Federal Election

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SLCBC Policy Committee Work Plan

Introduction

The underlying principle behind the LPC Policy Process is “continuous engagement”. During 2017, the main policy activities of the SLC was to engage seniors throughout Canada in identifying potential solutions to key priority issues. This was achieved through a combination of activities at both the national and provincial levels.

For 2018, continuous engagement implies two major activities:

- Encouraging implementation by the LPC and government of the priority resolutions approved at the Halifax National Convention, ideally be having them included in the 2019 election platform
- Initiating activities toward identifying key issues and policy resolutions for consideration at the 2020 National Liberal Convention.

SLC BC During 2017

During 2017, SLCBC devoted a major effort to conducting a number of highly successful town halls in collaboration with several interested EDAs and MPs. The focus of these town halls was the affordable housing crisis gripping major communities in BC.

SLC BC was also an active participant in the SLC Policy Process, including providing leadership for the development of SLC National Policy Working Groups, that resulted in one of the three priority policy resolutions submitted by SLC, and co-sponsored by LPCBC, for consideration in the LPC policy process.

GOAL	OBJECTIVES	SUPPORT/FUNDING
Key Goal #1 Developing a strategy to ensure that BC housing issues become recognized within any new national 2019 platform initiatives related to affordable housing, including those relating specifically to seniors needs for more integration among those housing options related to changing seniors needs.	Task #1 Link SLC BC housing initiative with SLC National Housing Working Group	

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Key Goal #2 In collaboration with the Membership Liaison Team, expand the town hall program to include a series of policy workshops to identify BC issues of relevance to the LPCBC process and the 2020 National Convention (and 2023 election platform).	Task #2 Expand role of senior EDA reps to include organizing policy workshops	collaboration between Membership Liaison and Policy teams
Key Goal #3 Collaborate within the SLC Policy Process toward prioritizing policy issues to drive development of SLC policies	Task #3 With support from LPCBC, expand awareness of SLC Policy Process among senior Registered Liberals throughout BC	LPCBC email support to engage senior RLs
Key Goal #4 Strengthen SLC BC Policy Organizational Structure	Task #4 Expand membership and effectiveness of SLC BC Policy Committee	Cost of printing business cards for members of Policy Committee
	Task #5 Continue active participation in LPC BC Policy Committee	

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SLCBC Membership Committee Work Plan

GOAL	OBJECTIVES	TASKS	FUNDING REQUIREMENT
Goal 1 To increase the number of active Riding Reps in BC by four to five appointments.	Engage by phoning visiting or emailing and ask them to get involved or recommend someone.	Phone all Ridings; 1. Ask what they need to help get organized	No funding
Goal 2 Promote and Facilitate Town Halls and Roundtables in BC.	Ensure that members and the public know about the advancement of Liberal policy and encourage more seniors to get involved.	2. Ask what the Seniors issues are in the Riding 3. Ask how we can help them get organized	
Goal 3 Encourage volunteer involvement; 1. election readiness training 2. advocacy for seniors 3. Organizing events and socials.	To facilitate training and help involve seniors in all opportunities to support seniors issues.	4. Offer Support help for events 5. Ask them to get involved	
Goal 4 Write and report about local activities	To ensure best practices are promoted		
Goal 5 Prepare and write a brochure that explains the purpose of the SLCBC.	To help seniors understand the purpose and importance of the SLCBC.		

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GOAL	OBJECTIVES	TASKS	FUNDING REQUIREMENT
<p>Goal 6</p> <p>To encourage seniors to establish organized Seniors Committees and Clubs in Ridings.</p>	<p>To ensure seniors are continually motivated with ongoing communication and interaction.</p>		
<p>Goal 7</p> <p>To encourage participation in Provincial and National AGM Conventions</p>	<p>To keep seniors engaged, active, knowledgeable and socially involved.</p>		

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SLCBC Communications Committee Work Plan

GOAL	OBJECTIVES	TASKS	FUNDING REQUIREMENT
<p>Goal 1</p> <p>Training for Vancouver Island and Okanagan EDAs.</p>	<p>Determine area(s) of training: Liberalist, Liberalist accounts, Blast Emails, Call to Action activities, Event management, Lawn sign management, MiniVAN, Virtual Phone banks.</p> <p>Create a training plan, decide on training modality; Face-to-face, Conference call, Webinar, Live collaboration via Internet</p>	<p>Call EDA President, ask them to establish a Training Committee, work with the Training Committee.</p> <p>Develop training materials; Printed, Electronic, Presentations, determine training schedule, distribute training materials.</p> <p>Conduct training.</p>	<p>For each training session</p> <ol style="list-style-type: none"> 1. \$500 travel costs. 2. \$200 training room rental. 3. \$100 A/V rental. <p>Total budget for each session: \$800</p> <p>Plan for 2 training sessions.</p> <p>Total budget: \$1,600</p>
<p>Goal 2</p> <p>Develop events such as; Forums, Seminars, Town Halls</p>	<p>Choose topic(s) relevant to seniors, such as; High drug costs, Home Care, Care Homes, End of Life Planning, Isolation, Navigating the Healthcare system</p>	<p>Invite local MP(s) to speak, invite provincial, municipal and topic-expert speakers.</p> <p>Create promotional materials; Posters, Flyers, Website, Blog, Facebook, Twitter, Instagram</p> <p>Publicize and promote the event; Email blasts, MP office email lists, Website Blog posts, Facebook, Twitter, Instagram.</p>	<p>For each event:</p> <ol style="list-style-type: none"> 1. \$200 room rental 2. \$100 snacks and coffee 3. \$100 AV rental <p>Total budget for each event: \$400</p> <p>Plan for 3 such events in 2018</p> <p>Total budget: \$1,200</p>
<p>Goal 3</p> <p>Engage with established seniors' groups.</p>	<p>Meet to discover important seniors' issues within this group.</p>	<p>Contact executive of established seniors' groups.</p> <p>Determine if there is an opportunity to collaborate with other seniors' groups.</p>	<p>None.</p>

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GOAL	OBJECTIVES	TASKS	FUNDING REQUIREMENT
		Develop a communication plan for each group, to reach out to seniors in their area.	
<p>Goal 4</p> <p>Encourage each BC EDA to establish a local seniors' group.</p>	<p>Base the establishment of local seniors' groups on existing, well-established groups that have been active recently.</p>	<p>Find seniors that are interested in forming a local seniors group.</p> <p>Nominate an executive committee, assign roles in this committee to people with the appropriate skills and commitment.</p> <p>Create a Website for the group, create a Facebook page for the group.</p>	<p>None.</p>
			<p>Total Budget for all Goals: \$2,800</p>

SLCBC Constituency Liaison Committee Work Plan

Constituency: Vancouver-Granville

Top three priorities:

1. Priority #1: Increasing MP visibility with seniors in the riding
2. Priority #2: Assisting EDA with outreach: door knocking and phone banks
3. Priority #3: Identifying seniors in the riding who may wish to volunteer

Other Comments:

Vancouver-Granville has its first active Seniors Representative and is just starting to organize, which will take some time. Therefore, the first broad priority is to form a group of people to assist with a goal of hosting events at which the MP can participate, thereby increasing MP exposure to seniors in the riding. The Seniors Representative has just this month attended the first EDA meeting and will continue door knocking, phone bank and other outreach efforts as needed by the EDA.