

CHARTING THE COURSE FOR RVT EXCELLENCE:

INSIGHTS FROM BCVTA'S STRATEGIC PLANNING RETREAT 2023

BY AMBER GREGG, RVT

As stakeholders in the field of veterinary medicine, it is crucial for us to stay informed and engaged in the ongoing developments within our professional community. In this spirit, we would like to share key insights from the recent Board Strategic Planning Retreat organized by the British Columbia Veterinary Technologists Association (BCVTA). The two-day session, held in November 2023, aimed to solicit feedback, assess performance, and chart the course for the final year of the 2021–2024 Strategic Plan.

The strategic planning session was guided by specific objectives: performance evaluation, board evaluation, strategic priorities, and relationship building. Participants, including BCVTA board members, representatives of the College of Veterinarians of BC (CVBC), and the BCVTA executive director, solicited feedback on the BCVTA's performance over the past year, focusing on accomplishments, areas for improvement, and identified gaps. The group discussed key implications arising from their self-evaluation, ensuring alignment with organizational goals. They also identified key priorities to address in the final year of the current strategic plan, emphasizing the need for adaptability and responsiveness to the evolving landscape of veterinary medicine.

The session commenced with a comprehensive review of the BCVTA's progress, achievements, strengths, and areas for improvement. This interactive roundtable discussion provided insights into the organization's performance and potential areas for enhancement. Highlights of this discussion included a public awareness campaign, improvements to board governance procedures, increased member benefits, and an improved relationship with the CVBC.

The board examined the results of their self-evaluation, engaging in facilitated discussions to discern key implications for the organization. This introspective process ensures the board's continued effectiveness in steering the BCVTA. The board has identified key areas for improvement, including the onboarding process, increased board knowledge and understanding of the association's financial practices and position, and enhanced training for board members in areas, such as governance and diversity, equity, and inclusion.

Delving into the strategic plan, participants discussed areas of distinction, values, vision, mission, and the progress made towards achieving goals. This facilitated discussion aimed to identify gaps and set the direction for the upcoming year. Following a review of strategic priorities, participants engaged in breakout groups to develop implementation plans. This collaborative effort allowed for a comprehensive exploration of progress and identification of potential gaps in the current strategy.

The session concluded with a review of board committees, the identification of high-level actions for the remainder of 2024, and recruitment priorities. This governance refresh ensures the BCVTA operates efficiently and aligns with its strategic goals. The involvement of Dr. Jane Prichard, CVBC president, and Dr. Stacey Thomas, CVBC acting co-registrar, provided a valuable external perspective, fostering collaboration between the BCVTA and the CVBC.

Overall, the BCVTA's Strategic Planning Retreat served as a forum for collaboration, introspection, and forward-thinking. The outcomes of this session will undoubtedly influence the trajectory of veterinary practice in BC. We encourage all members of the veterinary community to stay engaged with the BCVTA's initiatives and look forward to seeing the positive impact on our profession. [WCV](#)



Amber Gregg, RVT, is the executive director and past president of the BCVTA. She graduated from the Thompson Rivers University veterinary technology program in 2007 and spent eight years in mixed animal practice before gaining experience in not-for-profit management. She joined the BCVTA board of directors as vice-president in 2020 and served a one-year term as president in 2021 before being appointed to the executive director position in 2022. Amber is grateful for everyone who made the BCVTA the strong and healthy organization it is today, and she is proud to work with the board of directors and members of the BCVTA to continue to advance the veterinary technology profession.