

2023-2024 Annual Report



Registered Veterinary Technologists:

VITALLY IMPORTANT



Prepared by
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Executive Director

Presented by
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President



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President's Message

Last year I was introduced as the newly appointed BCVTA President in a bit of a whirlwind, having accepted the position 5 days before the Spring conference and AGM in Kamloops. While I felt (and probably looked) a bit like a deer caught in headlights, I left the conference feeling very supported - not only by the BCVTA's executive and board of directors, but also by the RVT members in attendance. I was reminded of what a small community we are, which is odd to say when our membership has grown to over 1,300!

Growth of our profession doesn't just end with a headcount. Over the past year, the BCVTA has diligently worked on a five year strategic plan. It has been exciting to see these goals come to fruition! Effort has been made to increase our social media presence and it was inspiring to see the Vitally Important campaign interact with so many - not only in BC but all across Canada! Numerous committees have been formed within the BCVTA and have progressed in the past year with dedicated volunteers from our membership. Regulation of the RVT title remains on the forefront and good headway has been made to make this a reality for the association. The recent wage survey yielded one of the highest response rates yet, and we are looking forward to presenting that data soon. All of this is thanks to the involvement of our membership and the hard work of our executive director and board of directors.

We have a strong board with experience in a variety of areas across the industry. This brings great conversation to the table when it comes to how the association can best support its members and promote the work that an RVT does. I am proud of what has been accomplished in the past year, and am really looking forward to what the next year will bring. Big changes don't come without their own hiccups, but one thing that I have learned in the past year is that we as an association can work through them with a positive mindset and by supporting each other.

Never hesitate to reach out - we want to hear from you! I hope to see many of you at the Spring conference this year.

Sincerely,

Gabrielle Beer, RVT
BCVTA President



Executive Director Update

Reflecting on this past year, I am reminded of the amount of emails, projects, meetings, and events in which I have engaged in such a short time. The daily work of the BCVTA has provided me, a fellow RVT, with a variety of experiences and I firmly believe it has contributed to my growth as an Executive Director.

Throughout the year, I have diligently attended to your emails, met with you on Zoom, and chatted with you over the phone. Your positive feedback has been appreciated, your candid frustrations instructive, and your negative feedback has been accepted for future improvement. I wish to reassure each and every member that I have learned valuable lessons from every interaction, no matter how minor, thanks to your willingness to engage with the association and provide honest feedback. Your openness has been instrumental in shaping my approach and fostering continuous improvement within the association.

I would like to express my heartfelt gratitude to all the individuals who participated in BCVTA activities over the past year. Whether you volunteered on a committee, staffed a booth at one of our public outreach events, attended an AGM, Conference, or Town Hall Session, or participated in one of our social media activities, I appreciate each and every one of you. Your contribution to this profession makes the work that much more rewarding. Finally, I would like to extend my deep gratitude to the BCVTA Board of Directors for continuing to trust me with running the daily operations. This is an amazing group of RVTs, and I am proud to be able to work alongside each of you to support RVTs in BC.

I look forward to continuing to learn and grow in 2024!

Amber Gregg, RVT
BCVTA Executive Director



2023-2024 Board of Directors



GABRIELLE BEER
PRESIDENT



MARINA JOHN
VICE-PRESIDENT



AMBER GREGG
EXECUTIVE DIRECTOR



LEANNE HILLIS-SCHMIDT
TREASURER



AMANDA BARKER
CVBC LIAISON



KIM HOLBROW
SECRETARY



KALAYA DONCHI
RVTTTC REP



CARLY CHAPUT
RVTTTC REP



EMILY CAREFOOT
DIRECTOR AT LARGE



Vision and Mission

Vision

The vision of the BCVTA articulates the desired future state of the association.

For every animal care facility in British Columbia to employ and fully utilize RVTs.

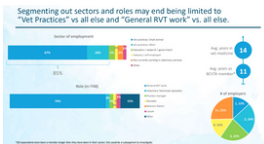
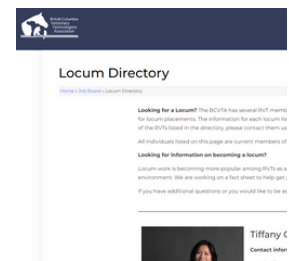
Mission

BCVTA's mission articulates what is done everyday to achieve the vision.

To lead and advocate for our profession; while working to elevate veterinary standards for the protection of animals and the public.

2023-2024 Key Highlights

- Attended 2 public outreach events (Okanagan Pet Expo, Pet-A-Palooza) and gave away hundreds of “Ask for RVT” cookies (thanks Gibson’s Gourmet Goodies)
- Sent out 6 informative newsletters to members.
- Launched “Vitality Important” - a successful public awareness campaign to promote RVTs.
- Organized a successful virtual fall conference, garnering positive feedback.
- Introduced the Locum Directory page on the BCVTA website to facilitate professional connections.
- Conducted a comprehensive wage survey to support members.
- Provided insightful editorial content for 4 issues of the SBCV West Coast Veterinarian Magazine.



FROM THE BC VETERINARY TECHNOLOGISTS ASSOCIATION

RETAINING RVTs
BY OFFERING THEM OPTIONS AND OPPORTUNITIES

“...DESCRIBING RVTs AS TECHS, VET TECHS, OR TECHNICIANS, OR REFERRING TO ALL MEMBERS OF THE VETERINARY SUPPORT STAFF AS RVTs CAN ONLY CONFUSE CLIENTS...”

2023-2024 Organizational Highlights

- Maintained active participation in meetings with RVTTC and all Provincial Associations to stay informed and connected.
- Supported 2 standing committees to address complaints about RVTs. Established 2 additional committees and 2 Working Groups to expand our reach and impact.
- Reviewed and addressed four complaints regarding members with fairness and diligence.
- Engaged in Strategic Planning sessions to shape the future direction of the association.
- Attended several meetings with CVBC Council to collaborate and share insights with industry leaders.
- Enhanced Continuing Education (CE) Requirements to ensure professional development and created an official audit process.





Financial Report

During the 2023-2024 fiscal year, the BCVTA undertook its routine operations while prioritizing strategic initiatives. Emphasizing organizational goals, investments were made in activities aligned with these objectives. These included enhancing awareness of the RVT profession through public campaigns and outreach events, enhancing member support via improved governance practices, fostering robust relationships with stakeholders such as the CVBC, SBCV, RVTTTC, and other Provincial Associations, and allocating a budget for the development of the Board of Directors.

Notably, due to the rescheduling of the Spring Conference, this fiscal year did not encompass this event, resulting in decreased revenue from conferences. This adjustment appears to have had a significant impact in these areas. However, it is essential to recognize that this is a temporary deviation.

The balances of both the Savings Account and Operating Account decreased as funds were invested in GICs for various terms, aiming to provide access to these funds while maximizing returns.

STATEMENT OF OPERATIONS AND NET ASSETS For the year ended April 30, 2024

	<u>2024</u>	<u>2023</u>
REVENUE		
	<u>\$ 199,978</u>	<u>\$ 266,847</u>
EXPENSES		
Advertising and promotion	17,335	9,265
Accounting and Legal	14,449	1,710
Awards and bursaries	2,189	2,256
Computer expense	5,939	7,423
Conference fees	8,986	81,882
Executive director's salary	37,210	32,647
Insurance	5,786	2,678
Interest and bank charges	7,998	7,228
Memberships	31,062	28,370
Miscellaneous	4,047	6,049
Office	785	2,690
Professional development	26,116	11,612
Travel	<u>24,368</u>	<u>8,268</u>
	<u>186,270</u>	<u>202,078</u>
NET INCOME	13,708	64,769
NET ASSETS, BEGINNING OF YEAR	<u>370,441</u>	<u>305,672</u>
NET ASSETS, END OF YEAR	<u>\$ 384,149</u>	<u>\$ 370,441</u>

Financial Report



Cash Summary Operating Account	May 1, 2022 - April 30, 2023	May 1, 2023 - April 30, 2024
Opening Balance	\$99,745.80	\$175,486.57
Net Change (Debits - Credits)	\$75,740.77	\$-15,860.97
Ending Balance	\$175,486.57	\$159,625.60

Cash Summary Savings Account	May 1, 2022 - April 30, 2023	May 1, 2023 - April 30, 2024
Opening Balance	\$256,161.77	\$261,987.71
Net Change (Debits - Credits)	\$5,825.94	\$144,000.77
Ending Balance	\$261,987.71	\$117,986.94

Fund Balances	as of April 30, 2024
Long Term Non Redeemable GIC (4.9%)	\$76,521.00
Cashable GIC (4%)	\$31,144.00
Long Term Non-Redeemable GIC (4.5%)	\$62,574.00
Long Term Non-Redeemable GIC (4.6%)	\$83,509.00
Long Term Non-Redeemable GIC (4.65%)	\$31,330.00

Marketing Report

The BCVTA hired **Sticks Marketing** in 2022 when it became apparent that efforts to keep a consistent social media presence by volunteers was going to be a challenge. Partnering with Sticks offers a comprehensive range of benefits:

- Expertise in professional graphic design and original artwork
- Background in marketing strategy for the non-profit sector
- Consulting services tailored to adapt marketing tactics according to current trends and proven results
- Extra layer of scrutiny by reviewing posts for errors and offering constructive feedback for improvement
- Innovation and creativity, ultimately contributing to the success of marketing initiatives



bcvta What's in a name? Turns out it's quite important in our profession.... more

In the 2022-2023 year, we saw major increases in all of our social media stats over the prior year. Our Facebook reach was up 72,000%, Facebook content interactions up by 100%, and our Instagram reach was up by a whopping 24,000%. This was a result of:

- original branded content
- posting consistently
- paying careful attention to communication tactics and branding
- testing out paid boosting.

While massive increases like this cannot be maintained over the long term, we do continue to see impressive growth in our second year working with Sticks. Our Facebook reach is up 29.3% and Facebook content interactions up by 58.5%. We are now seeing the reach decrease on Instagram by 28.3%, however content interactions have increased by 100%, as we have moved toward boosting for engagement rather than reach.

Marketing Report cont'd

In addition to our Social Media marketing efforts, the BCVTA explored options in print media and in-person events to expand public knowledge about RVTs and veterinary care in BC. Partnering again with Sticks Marketing, we came up with the “Vitaly Important” campaign. This campaign started with the idea of how to easily explain to the public what an RVT is and what they do in the field, and eventually this campaign took on a life of its own. The final deliverables for this project included:

- Sponsored editorial content in The Province newspaper
- Paid advertising in the SBCV's West Coast Veterinarian Magazine
- Vitaly Important promotional posters
- Multiple graphics for use in promotional materials such as pins, stickers, and social media frames
- Vitaly Important landing page on the BCVTA website
- 3 social media posts for Facebook and Instagram
- RVTs in action **colouring pages** with original artwork

Les techniciens en santé animale certifiés peuvent travailler dans une grande variété d'endroits, incluant les centres de réhabilitation de la faune.



Un lion de mer touche la main de Gabrielle, TSAC, avec son nez.

Finally, members of the BCVTA Board of Directors, staff, and several volunteers attended outreach events at the “Okanagan Pet Expo” and the Vancouver “Day of the Dog” Pet-A-Palooza. These events allowed us to engage directly with the public and provide them with information about RVTs, from RVTs.

For the upcoming year, the BCVTA will continue to build on the success of the Vitaly Important campaign by expanding the message to show how, where, and why RVTs are vitally important. Social media marketing efforts will continue to focus on public awareness, however, the association will employ a renewed effort toward employers and veterinarians to increase awareness and influence change regarding the RVT title and regulation efforts. We will continue to use the tactics that we know are working while ensuring our organizational purpose is being carried out, that is, to support RVTs in BC through education and advocacy.

Contact Us



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