

FCSCS Strategy Articulation Map

Vision

Regulated, Ethical and Professional Death Care Services

Mission

To provide and uphold standards where the public is informed and protected in an ethical manner by educated professionals

Values

We believe Integrity, Transparency & Accountability

Strategic Focus Areas

Communications

To effectively communicate Council's role and function to licensees and consumers



Education

To improve and promote professional development and death care standards



Legislation, Policies and Procedures

To collaborate and prepare for a single portal for the delivery of death care services



2019 - 2022 Objectives

Consumer/Public

- Create a baseline (2020) to measure awareness of Council and by 2021 to double the number of clicks to our page

Licensee

- Create 6 email campaigns for licensees in 2020 and yearly until 2022 when this will be reviewed

- Achieve symposium attendance closer to 50% annually
- To increase the content/knowledge available to licensees annually.

- On an annual basis, have a strategy and information to suggest updates and revisions to *The Funeral and Cremation Services Act* and *The Funeral and Cremation Services Regulations*

Ongoing Initiatives



What	Who	When
<ul style="list-style-type: none"> • Re: Communication: By 2020 to create a baseline to measure council's awareness success • By 2021 to double the number of clicks to our page using tactics such as a social media campaign, increased FAQs for consumers • Create 6 email campaigns with licensees in 2020 and yearly until 2022 when this will be reviewed 	<ul style="list-style-type: none"> • Communication Committee, Registrar and staff • Communication Committee, Registrar and staff • Communication Committee, Registrar and staff 	<ul style="list-style-type: none"> • 2020 • 2021 • 2020-2022
<ul style="list-style-type: none"> • Re: Communication: Promote our social media presence to consumers in order to inform them of our website and to encourage greater numbers of visits to the site for further information. 	<ul style="list-style-type: none"> • Communication Committee, Registrar and staff 	<ul style="list-style-type: none"> • Yearly until 2022
<ul style="list-style-type: none"> • Re: Education: Achieve symposium attendance closer to 50% annually by seeking quality of presenters that will promote interest and to explore ways to encourage attendance by greater numbers of licensees who are not owners. 	<ul style="list-style-type: none"> • Education and Professional Development Committee, Registrar and staff. 	<ul style="list-style-type: none"> • Yearly until 2022
<ul style="list-style-type: none"> • Re: Education: To increase content/knowledge available to licensees annually through regional forums and other learning activities delivered to licensees 	<ul style="list-style-type: none"> • Education and Professional Development Committee, Registrar and staff. 	<ul style="list-style-type: none"> • Yearly until 2022
<ul style="list-style-type: none"> • Re: Legislation: On an annual basis, have a strategy and information to suggest updates and revisions to <i>The Funeral and Cremation Services Act</i> and <i>The Funeral and Cremation Services Regulations</i> 	<ul style="list-style-type: none"> • Legislative and Governance Committee 	<ul style="list-style-type: none"> • Yearly until 2022