



## Update from the Board

### Financial snapshot

The College continues to enjoy sound fiscal management. At the March 2, 2019 Board meeting, income and expenses for the first nine months of fiscal 2019 (April 1, 2018 – December 31, 2018) were reported. By the *end* of this fiscal, total income is forecast to be \$2,033,843 with total expenses forecast at \$2,021,628; net income of \$12,215 will result and this has been considered in the budget proposal for fiscal 2020.

### Education news

- 193 candidates completed the 2018 Pan-Canadian Clinical Examinations on January 19, 2019.
- The International College of Traditional Chinese Medicine in Vancouver has changed its name to Tzu Chi International College of Traditional Chinese Medicine, and it has relocated to #200-1215 West Broadway in Vancouver. Additionally, Central College has relocated to #200-60 8<sup>th</sup> Street in New Westminster. Bylaw amendments reflecting the name change, and two address changes have been made accordingly.

### Strategic Plan 2019-2022

Over the last several months the Board and staff worked to develop the 2019-2022 Strategic Plan. It focuses on 3 key goals:

#### 1. Ensure registrant competence.

Details include updating the registration process, updating standards of practice, implementing the Practice Support Program and development of a Patient Relations Program, as partnership with BCHR and the provincial government.

#### 2. Enhance relationships with stakeholders.

This will include promotion of the College's role to the public and to patients; enhanced support for inter-professional relationships to promote collaborative practice; and the fostering of relationships with provincial, national and international stakeholders.

#### 3. Optimize organizational effectiveness.

The plan includes enhancing Board governance; committee structure and procedures; general College administrative policies procedures and processes; and a move to modernize the College bylaws.

See <https://www.ctcma.bc.ca/about/strategic-plan/> for further detail.

### College branding

As you may know, the College engaged an outside consultant specializing not only in managing communications for BC's Health Regulators, but also with a long history of creating and managing brands for blue chip public and private organizations such as Canada Safeway, Tourism British Columbia and WorkSafeBC.

We requested a review of the College logo with a view to a potential update. The consultant provided an overview of what constitutes a 'good' logo, followed by an analysis of how our logo 'measures up'. Our logo was deemed to be 'busy' and like a government coat of arms. From a practical standpoint it is difficult to reproduce clearly in small applications such as mobile phones and the name of the College becomes hard to read.

Because the target for the logo is the public, a survey was sent to typical British Columbians and to Chinese- and English-speaking registrants. You may recall having received it. Most of what was provided in the design analysis was also reflected in the public survey and the English version of the registrants' survey. The Chinese survey generated some contrasting views. It was, in the end, recommended that we consider a new, updated look.



College of  
TRADITIONAL  
CHINESE MEDICINE  
PRACTITIONERS +  
ACUPUNCTURISTS  
of British Columbia

Multiple designs were produced, each of which was placed alongside a new and very legible type treatment of the College name which we termed the 'wordmark'. It was ultimately decided to retain the current logo for the present, and to use it both alone, and in conjunction with the wordmark, as shown here.