

STRATEGIC DIRECTIONS 2025-2027

OUR VISION

The BC Nurses' Union (BCNU) will be the champion for our members, the professional voice of nursing and the leading advocate for publicly funded health care.

The 2025-2027 strategic plan reflects, integrates and affirms BCNU's abiding commitment to the principles of Truth and Reconciliation, cultural safety and Indigenous-specific anti-racism. This commitment is informed by our values and the values of diversity, equity and inclusion – towards strengthening a sense of belonging for all union members.

OUR 2025-2027 STRATEGIC OBJECTIVES:

1 | MEMBER ACCESS TO INFORMATION

Improve technology and digital platforms to make it easy for members to access the information they need, when they need it.

- 1.1. Redesign and implement a new website, member portal, mobile app and member case management system.
- 1.2. Explore and implement advanced technologies and digital tools to support organizational productivity.
- 1.3. Improve communication to activists and regional teams.

2 | STRENGTHEN OUR UNION

Cultivate member solidarity by expanding knowledge on the principles of unionism and the power of collective action.

- 2.1. Offer resources to mobilize members on issues that align with the union's values and strategic directions.
- 2.2. Implement a recruitment and retention strategy to activate and support stewards.
- 2.3. Empower members to utilize the organizing model.

3 | EFFECTIVE GOVERNANCE

Foster leadership development and effective decision making that is consistent with our Strategic Directions, Vision, Mission and Values.

- 3.1. Model our values and build trust through effective response and clear communications.
- 3.2. Develop an evidence-based and inclusive decision-making framework, grounded in

our principles and values, to inform and facilitate decision-making across the organization.

- 3.3. Develop a competency-based framework, integrating our values and principles of truth and reconciliation and DEI, to foster leadership development and succession of elected and appointed members.
- 3.4. Reimagine the future of our union through inclusive consultation processes.

4 | PROFESSIONALISM AND PRACTICE

As the professional voice of nursing, continue to advocate for quality practice in health care including the successful implementation of minimum nurse-to-patient ratios.

- 4.1. Engage employers and government on the opportunities to address the nursing shortage through focused retention and recruitment.
- 4.2. Educate the public on the value of nurses to the public health-care system and the benefits of minimum nurse-to-patient ratios.
- 4.3. Build relationships with nursing and labour organizations.
- 4.4. Increase outreach with schools of nursing and nursing students.
- 4.5. Validate the benefit of minimum nurse-to-patient ratios on patient safety, outcomes and nurse retention.
- 4.6. Advance professional practice and explore other initiatives to address workload.
- 4.7. Continue to support and advocate for new grads and internationally educated nurses.

5 | ENFORCE MEMBERS' RIGHTS

Achieve gains to negotiated agreements and protect members' rights to safe, healthy and respectful workplaces.

- 5.1. Hold employers accountable for their collective agreement obligations inclusive of Indigenous Specific Anti-Racism and Diversity, Equity, Inclusion (DEI).
- 5.2. Hold employers accountable for their obligations to provide safe and supportive workplaces for members.
- 5.3. Strengthen member engagement in establishing bargaining priorities.
- 5.4. Bargain gains to collective agreements inclusive of Indigenous Specific Anti-Racism and DEI initiatives.
- 5.5. Address Indigenous-specific racism in health care and support cultural safety.
- 5.6. Provide members with resources and support to uphold their rights and responsibilities to physical and psychological health and safety in the workplace.