



Iowa Funeral Directors Association

1454 30th Street / Suite 204 / West Des Moines, IA 50266
p 515.270.0130 / p 800.982.6561 / f 515.270.1569 / admin@ifda.org / www.iafda.org

IFDA Blueprint for the Future

Initial Meeting – June 24 & 25, 2015

IFDA Blueprint Ad Hoc Committee Meeting – August 11, 2015

With Dr. Jacquie Taylor Comments and Action Steps Incorporated – September 14, 2015

Adopted September 23, 2015 by the FSI Board of Directors and adopted September 24, 2015 by the IFDA Board of Governors

The IFDA Brand:

Mission – *“To provide the necessary resources for funeral directors to be the cultural authority of the deathcare industry by advancing the funeral profession through advocacy, education, ethical standards, and business resources.”*

Tagline – *“IFDA: Promoting & supporting funeral service excellence.”*

Goals

- **We commit to funeral directors being the proven deathcare experts.**
 - Education
 - Vocational discernment
 - Develop job shadowing partnerships between high schools and funeral homes
 - Prior to entering mortuary school
 - Baccalaureate degree in funeral service education
 - Support from Board of Mortuary Science
 - Transparency from IFDA to members (announce this early and at the appropriate time)
 - Create an alliance with universities and mortuary science schools
 - Support from the Legislature
 - Preceptor Program – *Maintain the integrity of the program by monitoring standards and serving as a resource to develop a qualified work force; provide preceptor training at the Convention*
 - Work with the Board of Mortuary Science to preserve the integrity of Iowa's preceptor program.
 - Offer Preceptor Training at the Convention
 - Continuously remind funeral directors of the importance of being a good preceptor in order to develop a qualified workforce
 - Communication and Positive Publicity
 - Communication to association and from the association – *members help IFDA better represent them*
 - Spokespersons – organized, professional response
 - Open communication channels so it's two-way – the funeral homes need to tell the staff and board things instead of it being all one-way
 - Alternate forms of communication – texting, twitter, podcasting
 - Positive Publicity
 - Use NFDA's "Have the Talk of a Lifetime"
 - Strengthen IFDA image
 - Enhance funeral service image
 - Mentoring Future Leaders
 - Constantly be mindful of seeking and developing future leaders
 - Explore opportunities for developing new leaders
 - Leadership Academy

Continued

- Develop an IFDA Strike force
 - Perform outreach tasks with constituents
 - Potential members
 - Iowa Donor Network
 - Hospice
 - Identify a team of up to 10 people who are committed to the IFDA mission and blueprint who will meet with each group as situations dictate
 - Develop/provide materials – specific to the issue – for the Strike Force members to have for each situation
- Tend to the stakeholders
 - Enhance value to members and try to attract potential members
- **We commit to high ethical standards**
 - Enforceable code of ethics
 - Develop and adopt
 - Look at the history of ethical issues in funeral service in Iowa and develop a plan to assure they don't continue
 - Use/promote NFDA's program/counsel
 - Look at NFDA's Code of Ethics
 - Review what other professions do in this regard
 - Review what other state funeral associations do in this regard
 - Responsibility to uphold ethical standards
 - Educate members regarding current rules (especially the requirement to report unlicensed activity)
- **We commit to being the united voice for funeral professionals (Advocacy)**
 - Issues Management – *Identify issues in the Legislature and state agencies that impact the funeral profession; influence to the benefit of the profession*
 - Iowa Legislature
 - IFDA Advocacy Summit
 - State Agencies
 - Other Entities
 - Iowa Donor Network
 - Iowa Lions Eye Bank
 - Body Donor Entities
 - Iowa Hospices
 - Community Colleges in Iowa
 - Des Moines Area Community College (DMACC) Mortuary Science Program
 - Lobbying Strength – *Maintain the power and respect of an IFDA Lobbyist*
 - Annual legislative goals
 - Determine appropriate interaction and message
 - Monitor and disseminate information to legislators per issue
 - Investigate the possibility of model laws and policies
 - Indigent burial policy
 - Political Action Committee – *Support candidates favorable to issues regarding funeral service with sufficient PAC funds and member involvement*
 - Annual PAC appeal to IFDA members
 - With the guidance of the lobbyist, determine candidates and legislative officials who would best support IFDA's position on issues
 - Request funeral directors deliver IFDA-PAC checks to their legislators
 - Recognize funeral directors who donate to the PAC in the *Communique* and at the IFDA Convention
 - Grassroots Initiatives – *Be vigilant and positioned to generate member calls-to-action*
 - Determine who has relationships with legislators
 - When issues of importance to funeral directors arise, provide background and talking points to members for their discussions with their local legislators
 - When necessary to contact legislators on an issue important to funeral directors, methodically determine if the best strategy is a call to action by all members or targeted contacts from area funeral directors

- National Issues – *Leverage the relationship and resources of NFDA as well as encourage member involvement in Washington, DC Congressional visits*
 - Continue IFDA's support and participation in the NFDA Advocacy Summit and encourage IFDA members to participate
 - Write articles regarding the impact on IFDA members of national legislation for the *IFDA Insider* and *IFDA Communique*
 - Provide training to members on national initiatives impacting funeral service in Iowa.
 - Determine grassroots relationships
- Board of Mortuary Science – *Be a resource to and monitor the work of the BMS*
 - Seek funeral directors who would be an asset to serve on the Iowa Board of Mortuary Science and provide a recommendation for their appointment to the Governor
 - Provide IFDA representation at every Iowa Board of Mortuary Science Meeting
 - Pursue opportunities to serve on committees of the Iowa Board of Mortuary Science
 - Provide input on rules proposed by the Iowa Board of Mortuary Science
 - Assist staff and members of the Iowa Board of Mortuary Science as necessary
- **We commit to being the premier provider of continuing education that fosters professionalism (Education)**
 - Approved Provider Status – *Maintain the provider status benefiting the Association and the profession*
 - Vigilantly work to protect IAC 645-102.3(2) “c” of the Iowa Administrative Code, “Attendance at or participation in a program or course which is offered or sponsored by a state or national funeral association that meets the criteria in paragraph 102.3(2) “a.”
 - Continue to provide quality continuing education opportunities for all funeral directors
 - Ensure offerings are accessible, relevant and timely
 - Survey attendees after completion of con-ed offerings
 - Collaborate with other providers of continuing education
 - Alternate Delivery of Continuing Education – *Determine the feasibility and options to provide alternate modalities for continuing education*
 - Maximize a revenue stream for IFDA/FSI for each alternative of continuing education
 - Community Colleges and Mortuary School – *Identify ways to collaborate with schools to benefit the profession and serve as a resource*
 - Continue collaboration with DMACC Mortuary Science Program for educational opportunities via the Iowa Communications Network (ICN)
 - Expand collaboration to the other community colleges in Iowa for educational opportunities.
 - Convention and Expo – *Continue the state annual convention and expo as a mechanism to promote professional networking, education, and access to suppliers; expand trade show possibilities*
 - Continue to provide outstanding continuing education offerings at the IFDA Annual Convention
 - Provide continuing education opportunities for all funeral-related licensees (insurance, preneed sales agents, etc.)
 - Examine ways to expand the Premier Midwest Funeral Service Expo
 - Determine best way for input from attendees, exhibitors, and others to continuously update and improve the quality of the Convention and Expo
 - Offer IFDA Convention to licensees of surrounding states
 - Advertise IFDA con-ed opportunities in other state association publications
 - Advertise IFDA con-ed opportunities online in other states
 - Districts – *Deliver information and education to members through face-to-face meetings in the districts and through centralized video conferences managed by the districts*
 - Examine the District Structure of governance and assess feasibility of current structure and other potential structures
 - Continue and expand training opportunities in the districts via alternate technologies
 - Assess the need for social events and networking opportunities and then plan accordingly
 - Ask for input from members about the topics, networking opportunities, and other things they would like from District Meetings

Continued

- **We commit to offer resources that give an advantage to members (Business Resources)**
 - Iowa Prepaid Funeral Trust
 - Communicate this as a benefit of membership
 - Continue to effectively market the benefits of the Iowa Prepaid Funeral Trust
 - Commitment to Personal Service/Staff Accessibility
 - Communicate this as a benefit of membership
 - Need to communicate the importance of members providing information TO the Association
 - Better utilize “Who needs to know”
 - Determine a mechanism for information exchange
 - Benefits and Services
 - Monitor the performance of FSI program providers
 - Management and Consulting
 - Explore opportunities to provide management and consultation services between IFDA/FSI to other state associations
 - Study the need for and gauge the interest in IFDA staff providing management and consultation services to other state associations
 - Develop and execute a plan if the study determines a need

- **We commit to staying relevant to funeral professionals (Membership Service and Satisfaction)**
 - Access to Information
 - Determine information that should be restricted to qualified members only
 - Ensure that only qualified have access to resources, research, and information (password protected, etc.)
 - Protect the information by using a copyright and watermark
 - Dues Categories
 - Certify member respect for the category of dues for which they are qualified
 - Continually assess dues categories and dues collection for continued feasibility
 - Determine new dues payment categories
 - Update members prior to dues renewal about membership dues categories and dues collection process
 - Annually provide a return on investment (ROI) for membership dues
 - Logo Usage
 - Promote member use of the IFDA logo to increase consumer awareness and business reputation
 - Encourage members to include the IFDA logo as per the IFDA Logo Usage Policy
 - IFDA staff available to work with members on appropriate use, placement, and presentation of the IFDA logo
 - Explore the possibility of member stickers for each firm’s front door/window (similar to Chambers of Commerce)
 - Explore ways to have the public identify the IFDA logo with a quality funeral home
 - Exhibit at the Iowa State Fair
 - Participate in IPFT events

Continued

- **We commit to being a nationally-recognized, model funeral service association that delivers excellence in leadership and resource management (Association Leadership & Governance)**
 - Financial Stewardship – *Be excellent stewards of the Association and FSI finances.*
 - Review of the Antitrust and Conflict of Interest Policies at every IFDA meeting
 - Comprehensive review of policies annually by IFDA/FSI Boards
 - Maintain profitability of IFDA/FSI
 - Governing Documents
 - Continuous review IFDA By-Laws
 - Maintain policies necessary for compliance
 - Ensure that governance allows IFDA to be nimble, flexible and transparent
 - Technology
 - Be cognizant of the need to invest in hardware and software to be as efficient and cost-effective as possible
 - Continuous review of IFDA hardware and software to protect IFDA's valuable information and data
 - Emergency Response Plan/Business Continuity
 - Adoption of a Crisis Plan as required by OSHA
 - Adoption of a Business Continuity Plan
 - Procedures for all functions and roles of IFDA office and staff
 - Succession Planning (aka "Drop Dead Letter")