



THE CENTER FOR
EPILEPSY & SEIZURE EDUCATION
IN BRITISH COLUMBIA

Strategic Priorities 2024-2027

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Context

A small but mighty and impactful organization, The Center for Epilepsy and Seizure Education in BC (ESEBC) engaged in the strategic planning process to identify its priorities for the next three years. The staff, Board, clients, and community stakeholders provided feedback, via anonymous electronic surveys, and participated in a series of sessions designed to assess ESEBC's vision, capacity, potential, and priorities.

Specifically, staff and Board engaged in an analysis of ESEBC's strength and weaknesses as well as an assessment of the internal and external opportunities and threats that could impact the organization.

Information gathered, a visioning process, and facilitated discussions on ESEBC's strengths and opportunities formed the organization's strategic priorities for the next three years.

The staff and Board also reviewed the vision, mission, and values to ensure the strategic plan was built on a strong foundation.

ESEBC has been through organizational change including change in leadership in the past two years, but the organization is now ready to focus on enhancing its capacity to increase community presence and strengthen its financial resources.



Vision. Mission. Values.

Vision

A future where all British Columbians with epilepsy and seizure flourish and thrive without barriers.

Mission

ESEBC fosters resilience and hope in British Columbians affected by epilepsy and seizures by offering person-centred support, education, and resources.

Values

ESEBC uses the following values to guide and inform our decision-making, interactions, and approach to service delivery:

- Compassion
- Empowerment
- Inclusivity
- Integrity
- Collaboration

Strategic Priorities

Priority A: Increase Financial Capacity

Initiative:

- Increase and diversify funding sources.

Priority B: Expand Community Presence

Initiatives:

- Increase collaboration with other epilepsy service providers.
- Identify potential for collaboration with Health Authorities including First Nations Health Authority.
- Increase visibility through social media.
- Enhance relationships with the Business community.

Priority C: Enhance Organizational Capacity

Initiatives:

- Improve provincial representation through Board selection.
- Ensure Board members are trained in governance.
- Recruit volunteers to enhance capacity.
- Utilize AI to enhance organizational capacity.

Priority D: Improve Organizational Culture

Initiative:

- Clarify roles & expectations.