



Ohio Funeral Directors Association

Strategic Plan

Mission Statement—The Mission of the Ohio Funeral Directors Association is to represent and support our membership by promoting professional standards and excellence in funeral service

Vision Statement—We serve the Funeral Directors in Ohio with the highest and most relevant level of programs, services, and advocacy to demonstrate great value for OFDA membership.



Advocacy

Outreach to our legislators, regulators, the public and our partners.

Oversight: Legislative Committee

Monitor—Identify and seek to influence legislation impacting funeral service and our members.

Promote — Educate members on the importance of advocacy and the need to be financially involved and engaged in OFDA PAC.

Partnerships—Consider opportunities to collaborate with Buckeye State Funeral Directors and Embalmers Association and Ohio Embalmers Association on common legislative issues.

Support—Encourage and support funeral directors seeking election to the Ohio Legislature and network with members elected to local offices.

Host—annual Legislative Reception to cultivate relationships with legislators.



Professional Development

We will strive for the highest professional standard for Funeral Directors through Continuing Education and best practices.

Oversight: Education Committee

Face-to-face—Continue to support in-person Continuing Education opportunities.

Promote — Find ways to promote Best Practices in CE Classes and at District Meetings.

Technology—Assist our Members to the effective use of technology.

Explore—Explore the level of interest for Members to attend new programs dealing with funeral home management, financial management, vendor relations, succession planning, etc.

Participation—Consider participation in the NFDA Regional Leadership Academy and National Emerging Leaders Program.



Career Cultivation

Improve retention and enhance awareness of career opportunities for Funeral Directors and Embalmers. Address the anticipated critical shortage of Funeral Directors in Ohio.

Oversight: Workgroup Leader

Implement—Employ Funeral Service Foundation’s “Journey to Serve” strategies: work with Veterans groups in local colleges and career placement offices, Career Transition Offices, American Legion and Veterans Affairs Organizations.

Student Introductions to Funeral Service— Work with high school career placement offices, present to younger students, seek resources from NFDA.

Retaining Current Funeral Home Employees—Quality of Life issues are critically important to all. Continue to share information with funeral homes on fair wages, competitive benefits, and CE programs to enhance employee retention.



Member Engagement & Awareness

Promoting awards, recognition, use of communication platforms, and encouraging volunteer leadership.

Oversight: Workgroup Leader

Recognition—Increase our ability to recognize students and diverse membership of OFDA as a critical component in generating future Funeral Directors to adequately serve tomorrow’s funeral consumer and the Association

Membership— Consider a student membership category.

Involvement—Encourage Member involvement in leadership at the Committee, Board and Officer levels. The most effective way to engage people is with a personal “ask”.

Stories— Promote news stories of OFDA members and their funeral homes.