

AMERICAN BOARD OF FUNERAL SERVICE EDUCATION STRATEGIC PLAN 2018-2021

MISSION

Our mission is to advance funeral service education and practice through high standards that prepare students for careers.

VISION

Preparing funeral service practitioners to provide dignified death care experiences through quality higher education.

VALUES

Continuous program improvement

Fairness

Consistency

Integrity in all actions

Professionalism

Innovation

Inclusiveness

STRATEGIC PRIORITIES	STRATEGIC GOALS
1. Enhance visibility and strengthen communication to promote the mission of the ABFSE.	1.1 Develop a communication and marketing plan to increase visibility of the ABFSE.
	1.2 Serve as a key voice for funeral service to policy makers and the public.
	1.3 Enhance opportunities to bring funeral service education information to the public specifically students
2. Develop programs and improve communication to enrich member experience.	2.1 Create a comprehensive member communications program to foster connectivity and engagement. Improve our ability to share information more efficiently.
	2.2 Provide more programs for members on a variety of platforms to increase attendance and interest.
	2.3 Publicize and facilitate opportunities for members to engage in outreach to the public.
3. Engage in continuous improvement through review, assessment and reporting to provide meaningful input to the achievement of ABFSE goals.	3.1 Develop an improvement plan and methods of assessment of the major processes of the ABFSE.
	3.2 Review and assess current procedures for efficiency and efficacy of ABFSE meetings.
	3.3 Develop a system for receiving and reviewing feedback/data in order to inform decisions about improvements
4. Coordinate dialogue with the COA to	4.1 Develop a plan to increase communication to the ABFSE.

disseminate information to membership.	
5. Enhance service to and collaboration with other organizations to increase engagement and membership.	5.1 Research and identify ways to strengthen and partner with member organizations
	5.2 Identify ways to develop resources/services for graduates to build alumni involvement
	5.3 Develop relationships (begin outreach) with non-funeral service related organizations (e.g. distance education groups/counseling/hospice/event planning) to strengthen ABFSE and build partnerships.