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## **Oregon Mortuary & Cemetery Board's Strategic Plan 2024-2025**

### **I. Overview of Agency Mission**

The mission of the Oregon Mortuary & Cemetery Board (OMCB) is to protect public health, safety and welfare by fairly and efficiently performing its licensing, inspection and enforcement duties; by promoting professional behavior and standards in all facets of the Oregon death care industry; and, by maintaining constructive relationships with licensees, those they serve and others with an interest in the Board's activities.

### **II. Goals of Strategic Plan**

To develop a Strategic Plan incorporating DEI and Affirmative Action initiatives and strategies in alignment with the State's DEI Action and Affirmative Action Plans that will guide the agency's important work for the next 3-5 years.

### **III. Primary Focus Areas**

#### **a. Continue to Expand Community Education, Outreach & Inclusive Communication**

##### **i. Application Methods:**

1. Updating our website to include pertinent and applicable information.
2. Continuing to send out informational email blasts.
3. Presenting relevant information via presentations to diverse audiences.

#### **b. Continue to Strengthen Collaboration with Appropriate Partners**

##### **i. Application Methods:**

1. Continuing to communicate, schedule meetings, and collaborate with other state agencies that impact our agency, licensees and the public.
2. Continuing to have a proactive relationship and dialogue with the MHCC Funeral Service Program.
3. Continuing to have a proactive relationship and dialogue with the state associations.
4. Identifying and reaching out to community organizations that represent historically marginalized communities.



- i. Developing and distributing a survey that will initiate a discussion regarding specific cultural/ethnic/religious practices and customs to better educate licensed industry professionals and for these communities to become better educated about a funeral service practitioner and embalmer's scope of practice and to identify in advance cultural/ethnic/religious practices and customs that are not allowed in Oregon – by having these conversations in advance, reasonable alternatives/accommodations can be identified and planned.
  - ii. The results of these surveys will be shared with licensees and the public in an informational and engaging manner for all parties involved.
- c. **Continue to Remove Barriers to Licensure Through Administrative Rulemaking and Legislation/Encourage Diversification of the Industry's Workforce**
  - i. **Application Methods:**
    - 1. Through recent administrative rulemaking, the following changes were made:
      - i. Removal of the requirement of a certified copy of an applicant's birth certificate.
      - ii. Allowing a valid US federal or state-issued photo ID.
      - iii. Broadening the educational requirement to "a college or university accredited by an agency recognized by the US Department of Education or equivalent."
      - iv. Changed referenced pronouns to gender-neutral designations.

Receiving and documenting feedback from applicants as well as communicating with the MHCC Funeral Service Program's Director played significant roles in assisting our agency to remove these barriers.

While our agency was recently able to remove significant licensing barriers through administrative rulemaking, it is vitally important that we are continually mindful of what other licensing challenges still exist and how to eliminate them whenever possible.

Our agency will continue to remove barriers to licensure by engaging with applicants (both new and reciprocal), current licensees, and community partners to determine what requirements are preventing individuals – especially those from historically marginalized communities – from becoming licensed industry professionals.



**d. Seeking Opportunities to Clarify the Licensing Process and Reduce the Processing Time to Licensure**

**i. Application Methods:**

1. Reviewing and evaluating the current licensing process and determining where there may be confusion and providing clarification to applicants via our website.
2. Continuing to look for ways to streamline and expedite the current licensure and renewal processes.

**IV. Future Engagement Approach**

- a. Identify an appropriate means to help guide committee member selections, facilitate committee conversations and inform best practices for outreach to additional community partners – this will be completed by procuring a subject matter expert and collaborating with other state agencies who are working through the same process.
- b. Create a Strategic Planning Committee to develop this plan through in person and virtual meetings.
- c. Engage additional constituents and stakeholders through interviews, online surveys, and/or in person and virtual meetings.

**V. Expected Strategic Plan Components and Strategy Areas**

- a. Mission
- b. Vision
- c. Core Values
- d. Strategic Priorities/Goals
- e. Incorporate Diversity, Equity, and Inclusion (DEI) & Affirmative Action Plans
- f. Outcome Measures