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# *LVSS Change Collaboration*

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**BADM 466 Change Management**

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**Group 3**

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**LVSS Change Collaboration Project**

# Mollie Nye House

Nestled in the heart of Lynn Valley, the 1913 established Mollie Nye Heritage House provides a cozy, heritage rich venue for a variety of events.



*LVSS*

**Lynn Valley Services Society**



*LVSA*

**Lynn Valley Seniors Association**





# *The Situation*

## **Location**

Due to its proximity to the Sunrise retirement complex, the Mollie Nye House is often thought to be a part of the seniors centre.

## **Awareness**

Many people do not know that the House is accessible to the public and available to rent for events.

## **Changing Demographics**

With ongoing developments and increasing population density, the Lynn Valley community is becoming home to many young families.



# *Why is Change Needed?*

## **Growth and Stability**

Why the house operates on funds from the District and some rental income, it would be good to become more profitable.

## **Decreasing Senior Population**

Prior to the COVID-19 pandemic, the LVSA was close to 350 members strong. Since 2020 those numbers have taken a steep decline and are now down to around 120. Only around 20 of these members remain regularly active in events.



# *Proposed Changes*



**Rec Centre  
Connection**



**Training Courses  
Location**

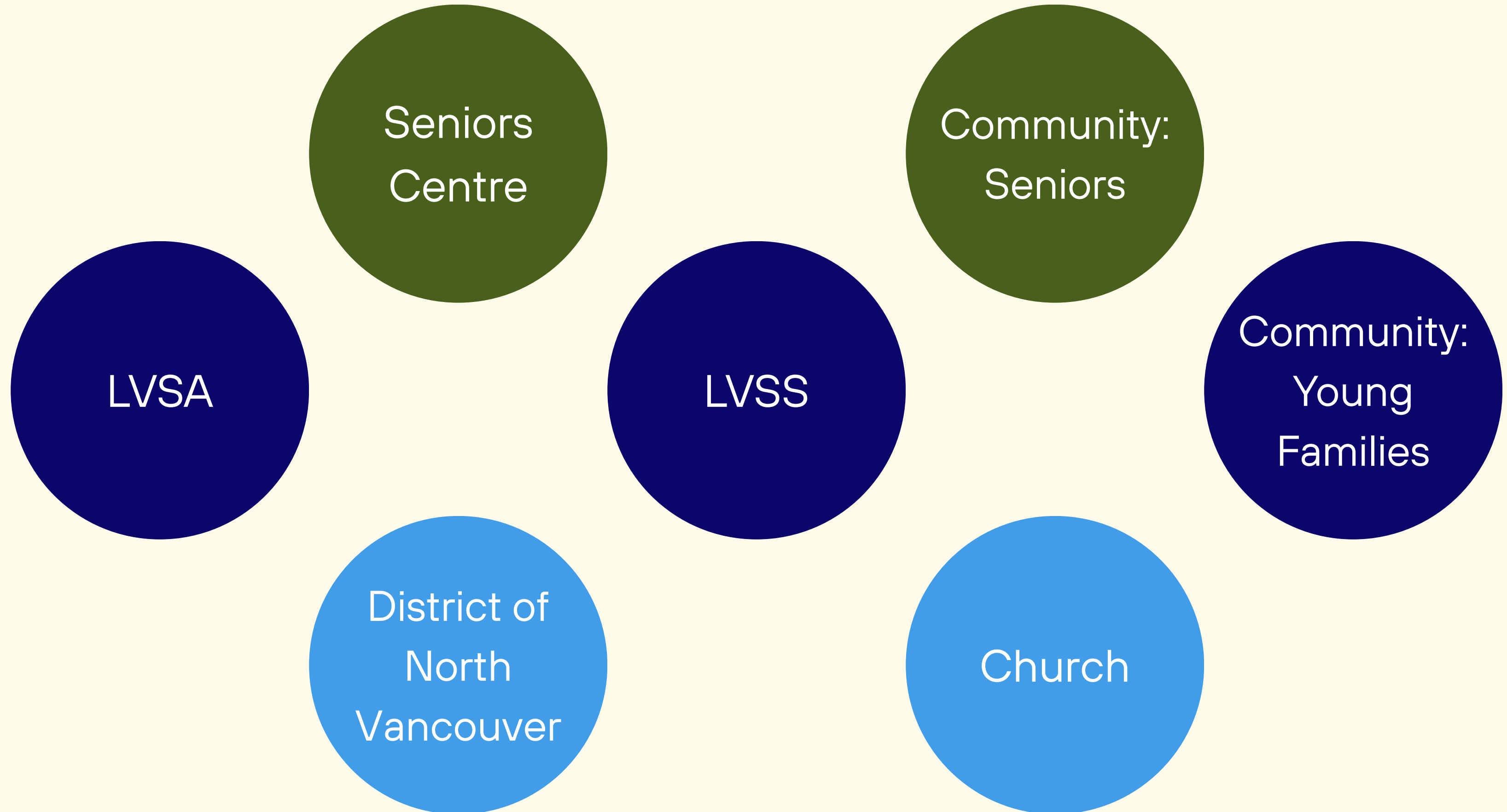


**Improved Social  
Media**



**Build Community  
Connection**

# *Stakeholders*





# *Implementation Steps: Using the Kotter Model*



## **Step One**

**Create Urgency:** Emphasize reduction in house membership & changing demographics



## **Step Two**

**Build your Coalition:** Include influential figures from various groups associated with the house



## **Step Three**

**Develop the Vision:** Focus on increasing engagement and embrace new opportunities



## **Step Four**

**Communicate the Vision:** Increased presence on social media to foster an image of inclusivity and fun



# *Implementation Steps: Using the Kotter Model Continued*



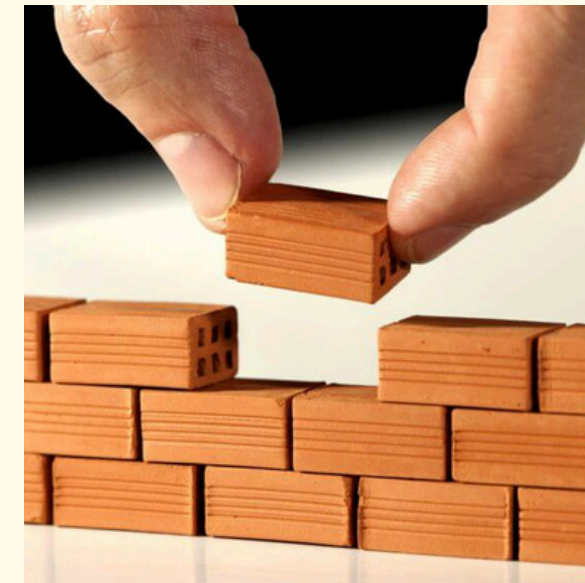
## **Step Five**

**Remove Barriers:** Ensure programs fit into busy schedules, increase awareness on social media



## **Step Six**

**Create Short-Term Wins:** Set SMART goals & short-term goals



## **Step Seven**

**Consolidate Gains and Build on Change:** Evaluate program participant feedback. Focus on what is valuable to the community



## **Step Eight**

**Anchor the Change:** Seek out greater volunteer engagement with young demographics

# *Recommended Communication Methods*



## **Instagram**

- Popular with young adults and parents
- Allows for easy upload of photos and videos
- Allows for direct feedback on programs



## **Facebook**

- Popular with young and middle aged parents
- Allows for creation of groups
- Allows for direct feedback on programs

## LVSS: Plan on a Page

### VISION

To better build the Mollie Nye House presence as part of the Lynn Valley community to ensure integration and operation of the house for generations to come.

### CASE FOR CHANGE

With the declining senior population and changing demographics of Lynn Valley, new opportunities could bring new life to the Mollie Nye House.

### VALUE

Improving the integration of the house would build community connections and increase the funds coming into the house.

### SUCCESS CRITERIA

A more filled-in calendar and ongoing rental bookings

### RISKS

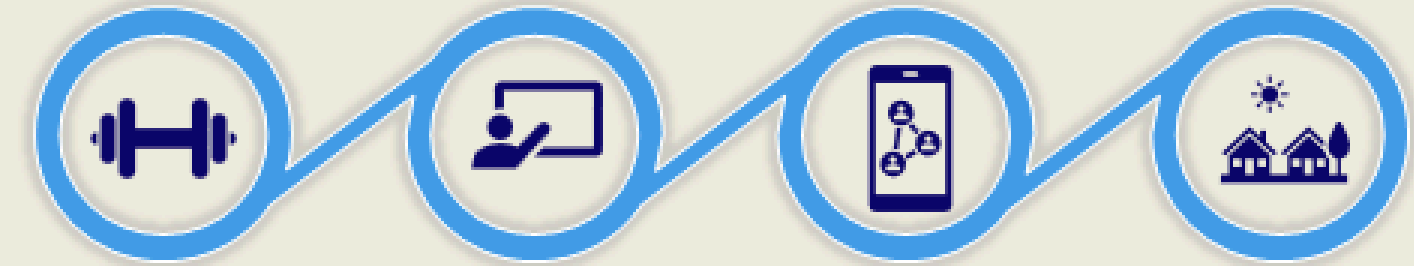
Potential shut down if the house cannot raise enough funds to operate



### KEY CHANGES

- Build awareness
- Improve social media
- Get more bookings

## BADM 466: Group 3



#### Rec Centre

Use the existing connections with the District of North Vancouver to further build upon connections with the rec centre. Have them either advertise the House as a rental venue or even use it as a location for their programs.

#### Training Courses

Hosting courses in either babysitting or first aid could improve the community and be an ongoing revenue stream.

#### Social Media

With technology being at the forefront of the minds of younger generations, improved social media presence will be integral to building awareness about the services the house can offer

#### Community Connection

Getting involved in community events will be an important factor in improving awareness. Posting flyers in community centres and holding an open house and participating in Lynn Valley Days could all help.

### Build Social Media Presence

1

Integrate with LVSA

2

Community Events

3

### Fill in the Calendar

4

Prioritize Ongoing Rentals

5

### Keep Relevant by Advertising

6



# *IN CONCLUSION*



Lynn Valley's population is shifting—LVSS must evolve to meet new community needs:

- Partner with Karen Magnussen Community Recreation Centre
- Improve social media strategy (Instagram & Facebook)
- Offer programs suitable to young families

# References

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*Thank You!*