



# HOW A STRATEGIC PLAN BUILDS AN AG SOCIETY

OAAS CONFERENCE 2020

# WHAT IS A STRATEGIC PLAN?

- **Road map**
- **Marketing tool**
- **Recruitment tool**
- **Focus**
- **Build alliances**

# VISION

- **A vision is a clear, compelling and achievable picture of the organization's future.**
  - *Longer term bigger picture*
  - *Must be realistic, attainable and consistent with the values of the organization*
  - *It's about what we are to become*
  - *Makes members feel proud, excited and part of something bigger than themselves*

# MISSION

- Defines
  - What: What is the business of the organization?
  - Who: Whom is the organization in business with? Who are your primary clients?
  - How: How does the organization function?
  - Does it align with the organizations mandate and your bylaws?
  - Does it tell people what you're doing and for whom?
  - Does it cover all that you do?
  - Does it encompass all the people you target your services too?
  - Does it communicate to the average person?

# SHARED VALUES

- **Over arching statements of belief.**
- **Values are not just ideals – they are the foundation of your organization and the reason you and others join the organization.**
- **Traits and qualities that are considered worthwhile; they represent our highest priorities and deeply held driving forces.**
- **They define how people want to behave with each other in the organization and how we value clients and community.**



# About

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The Alberta Association of Agricultural Societies (AAAS) is a not for profit, non-governmental, provincial association originally formed in 1947 that advocates and provides resources for the 293 Agricultural Societies in Alberta



## Goals

### GOAL – SUSTAINABILITY

*Strengthen alliances with key stakeholders to ensure the combined resources support and grow community building efforts in Alberta*

### GOAL – GROWTH

*Leadership and processes are future focused to ensure the organization is positioned to successfully serve the communities of rural Alberta*

### GOAL - MEMBERSHIP

*Services and resources are meaningful and of recognized value to support the diverse needs of the industry*

## Objectives

*Funding- Preserve and diversify funding opportunities for AAAS the organization and the membership, Sponsorship, Grants for Operating + New Initiative/Projects Fee Based Services*

*Staff-Stakeholders Relations- Consistent, informed and meaningful contact with key decision makers, investors and influencers is maintained on a regular basis*

*Board-Stakeholder Relations- As elected officials of the membership-purposeful interactions with the membership and significant officials resulting in higher productivity on a regular basis*

*Succession Planning- Succession planning for the organization ensures team continuity that enables consistent growth*

*Board Analysis- Overall Board model review to ensure effectiveness and efficiencies are achieved that continually lead growth of the organization into the future*

*Technology- Best practices are pursued that actively support the members, Board and staff, effectively creating action through the use of technology*

*Capacity Building- Continue to create winning conditions for the membership that are striving to learn and increasingly be more relevant to the communities they serve*

*Provincial Infrastructure Project- Over the next several years, the organization has developed an **"Infrastructure Deficit Plan"** in concert with multiple levels of the Ab. Government*

# SETTING PRIORITIES

- **What must be done today?**
- **What can wait?**
- **Who will be responsible?**
- **How will we measure success?**



## Objective-Sustainability

## Board Outcomes

## Staff/Board Focus

## Timeline

### Funding

Preserve and diversify increased opportunities for funding for AAAS the organization and the membership-Sponsorship, Grants for Operating + New Initiatives, Projects, Fee Based Services

**Traditional-** Ab. Government and other key investors continually believe in the value of Ag. Societies and the leadership of the Association- ensuring a long-term commitment to the rural investment model

Preference- 3 Year Contract Sponsorship- 2019 Budget  
Conv. Rev- 2019 Budget

TC-2020 Renew  
TC-Q1/2020  
TC-Q1/2020

**Diversify-** Leadership of the organization continually strives to research and explore best practices related to new revenue generation opportunities

Explore New Distribution  
RAIL Conference  
Explore New Initiatives

TC-Q4/2019  
TC-April/2020  
Onaoina

**Provincial Infrastructure Strategy-Phase 1-** Over the next several years, the organization has developed an "Infrastructure Deficit Strategy" in concert with multiple levels of the Ab. Government

Completed for Board  
Board Review and Approval

TC-Q2/2020  
Board Q3/2020

### Staff-Stakeholders

#### Relations

Consistent, informed and meaningful contact with key decision makers, investors and influencers is maintained on a regular basis

**Internal Engagement-** The consistent reporting framework to the Board provides timely information specific to key business operations and strategic plan advancement

TC-Calendar Visibility  
Work Planner-Dashboard  
Mid-Month Reporting  
Strategic Plan  
CEO Goal Setting  
CEO Performance Review  
Financial  
Minutes-2 weeks post

Ongoing  
Ongoing  
Ongoing  
TC-Q3/2019  
Board-Q1/2020  
Board-Jan/2020  
Ongoing  
Ongoing

**Outward Engagement-** A trusted environment is maintained allowing staff leadership to represent the organization in exploring new opportunities

Case for Support to Board

Board Mtg.-  
Updates

### Board-Stakeholder

#### Relations

As elected officials of the membership-purposeful interactions with the membership and Board to Board officials resulting in higher productivity on a regular basis

**Ag Societies-Non Members-** Increased conversion from "non-engaged status" to "engaged status" including participation at regional meetings and convention

Process and Participation  
Plan

Board  
Q3-2019

**MLA's, Municipal & Association Engagement-** Board service is recognizably dedicated to an elevated position of influence with officials across the province

Key Governmental Mtgs.  
Conference VIP Reception

TC-RM + Exec.  
All Board

# SHARING

- **Membership**
- **Municipality**
- **Potential Partners**
- **Sponsors**

# QUESTIONS/THOUGHTS





# ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES

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