

# Benefits and Process of Strategic Planning



**ALBERTA ASSOCIATION OF  
AGRICULTURAL SOCIETIES**

February 2023

# Introductions

- Please tell us your name
- How long have you been part of the Ag Society?
- What is your role with the organization?
- Does Your Organization have a Strategic Plan?

# What is a Strategic Plan?

- Identifies who we are and who we want to become.
- Sets our destination.
- Sets priorities.

# Who gets involved?

- **Board of Directors.**

- **Staff**

- **Senior**

- **Operations**

- **Stakeholders**

- **Committees**

- **Members**

- **Municipality**

- **Others**

# What are the impacts beyond the plan?

- **Team Building**
  - Board
  - Staff
  - Committees
  - Culture
- **Community Support**
- **Volunteers**
- **Sponsorship**

# What does the process look like?

- We ask a lot of Questions.

# Why are you here?

- **What has brought you as an individual to sit on this Board or be part of this meeting?**
  - Please list 3 -5 reasons.
- **What do you believe are the biggest challenges moving forward?**
  - Please list 3 -5 challenges.

In the last 5 years what has the AG Society done well/Success?

In the last 5 years what has been a challenge?

In the last 5 years what have been some good ideas we didn't execute?

# Current Environment

- **What is happening currently that may affect our organization?**
- **What is happening currently that may affect our members or community?**

# What are the Ag Society's Strengths/weakness

- **Where is the organization right now?**

# What are the impacts of our events?

- Fair
- Farmers Market
- Rodeo
- Races
- Other

# What are the impacts of our operations?

- Hall
- Arena
- Grounds
- Other

# What are some of Ag Society's Opportunities/Threats

- This is future focussed
  - List all the potential opportunities that exist in the future.
  - List all the potential threats that exist in the future.

# Who are our current stakeholders?

- Stakeholders are individuals or organizations who benefit or are impacted by your activities.

# Who are our Potential Stakeholders?

- These are individuals or organizations who could benefit from our activities but are not currently.

# 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.

# Preferred Future

- Describe key challenges that you and your organization would like to address and then imagine what the ideal situation might look like in 5 – 10 years as a result of solving those challenges.

# 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?

What actions will we need to take in the next 1 – 3 years to fulfill our mission and move toward our vision?

**2022**

**2023**

ABC Agricultural  
Society

# **STRATEGIC PLAN 2022-2023**

## **VISION:**

ABC is dedicated to building community pride.

## **Mission:**

ABC provides authentic family experiences and exceptional facilities which celebrate our agricultural heritage, inspiring a sense of belonging for our community.



# Values:

ABC will be guided in all its actions by the following value statements:

- Accountability and Integrity is our foundation.
- Family and Community is our focus.
- Success through Collaboration and Teamwork.
- Honesty and Respect for each other.
- Humor and Fun make the difference.



## **Strategic Goals:**

### **Membership Development –**

Strengthen volunteer and member resources which enhance the volunteer experience and build capacity of individuals encouraging transition into leadership roles throughout the ABC organization.

### **Financial Stability –**

ABC has diverse revenue streams which support sustainability and growth of the organization's resources, [events](#) and infrastructure.

### **Effective Communications –**

ABC has effective communication practices which ensure members, board, [committees](#) and staff work effectively and complementary with each other.

ABC marketing strategies are unified and increase awareness of opportunities and experiences available.

### **Governance Excellence –**

ABC board of directors actively implement key governance principles and best practice ensuring compliance and continued success of the organization.



# Membership Development

## 1. Volunteer Coordinator position developed and implemented

- a. Software
- b. Liaison for entire ABC organization

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

## 2. Volunteer Job Descriptions for key roles developed

- a. Defining time commitments
- b. Defining duties
- c. Organizational structure

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

## 3. Volunteer recruitment and Onboarding

- a. Create an interview process to identify volunteer motivation and interests

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

## 4. Succession Planning

- a. Board
- b. Committees

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

## 5. Training and skill development

- a. Offer training courses and other learning opportunities
- b. Develop a Mentorship program
- c. Include training in annual budget

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

## 6. Communication strategy developed and implemented with key stakeholders for volunteer recruitment.

- a. Past members
- b. Other community groups
- c. Corporate sponsors
- d. General public

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

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# Financial Stability

## 1. Sponsorship

- a. Develop a comprehensive and inclusive sponsorship program

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

## 2. Facility Utilization

- a. Develop a facility Marketing Package

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

- b. Identify additional revenue opportunities within existing operations

- i. Internally
- ii. Externally

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

- c. Explore new opportunities to generate revenue

- i. Internally
  - 1. Facility enhancements
  - 2. Programs/events
- ii. Externally

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

## 3. Partnerships opportunities are identified and developed

- a. Community
  - i. Life insurance program
  - ii. Donations
- b. Stakeholder (Government, corporate, Community Group, etc.)
  - i. Programs
  - ii. Capital investment

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

## 4. Grants

- a. Grant researcher/writer position developed and implemented

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

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## Effective Communications

1. Internal communication strategy developed and implemented

- a. Pre and post event communication process
- b. Circulation of board and event minutes

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

2. External Communication strategy

- a. Integrated Social-media plan
  - i. Public feedback opportunity
- b. Create a Marketing strategy
  - i. Customer focused
  - ii. Community focused

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

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## Governance Excellence

### 1. Annual Board orientation developed and implemented

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

### 2. Bylaws review

#### a. Ag Society Act and regulations compliance

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

### 3. Policy development

#### a. Policies are developed and reviewed regularly

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_

### 4. Succession planning

#### a. Succession plan for board members is development and implementation

Who: \_\_\_\_\_ Completion Date: \_\_\_\_\_

How will success be measured? \_\_\_\_\_



# Setting priorities

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

# Questions/Thoughts





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