

Bancroft Area Stewardship Council

STRATEGIC PLAN 2014—2018



Sustaining Resources Together

VISION STATEMENT

The Bancroft Area Stewardship Council creates a healthy, vibrant, and sustainable community through natural resource stewardship.

MISSION STATEMENT

To empower citizens and community in the stewardship of our natural resources through collaboration and partnerships.

TAG LINE

“Sustaining Resources Together”

ORGANIZATIONAL VALUES

- Respect for private landowner rights through influence
- Resource sustainability and a healthy environment for present and future generations
- Community collaboration and partnerships
- Balancing environmental, social and economic views
- Open and responsive to local natural resource issues



Majestic bull elk near McArthurs Mills, ON

STRATEGIC OBJECTIVE

To explore and develop relevant educational opportunities that will encourage enhanced community engagement in natural resource stewardship

SPECIFIC OUTCOMES DESIRED

- Connect with youth
- Embrace social media and new technological means of reaching community members (both permanent and non-permanent)
- Develop and support strategic outreach opportunities for targeted audiences

ACTIONABLE GOALS

Youth

- more programming for elementary schools
- renewed connection with and support for outdoor programs at High School (i.e. projects, funding), and ensure this award-winning model is recognized by the School Board and expanded to other parts of the province
- provide employment and training opportunities for youth

Social Media

- create and maintain an email distribution list of interested contacts
- develop and distribute an e-blast newsletter
- consider presence on Facebook / Twitter
- enhanced website

Strategic Outreach Opportunities

- develop a regular newspaper column
- hold workshops for decision makers and targeted audiences on relevant themes and current issues (i.e. municipalities, real estate agents, waterfront property owners and associations)
- continue the development and distribution of print materials as needed

STRATEGIC OBJECTIVE

To develop and provide large-scale (landscape-level) stewardship programs and services

SPECIFIC OUTCOMES DESIRED

- ensure projects contribute to enhanced biodiversity and conservation of our unique natural resource assets in the area
- connect with regional partners to achieve efficiencies in large-scale program delivery
- ensure natural resource information on the area is current and complete, and local conservation priorities are being addressed

ACTIONABLE GOALS

Biodiversity / Diverse Assets

- develop a self-guided biodiversity tour to highlight local features
- develop and support projects that are contributing to local biodiversity enhancement and conservation (i.e. species at risk, invasive species, tree planting)

Connect with Regional Partners

- maintain regular communication and partner with other Stewardship Councils and provincial-level partners
- expand regional initiatives and collaborative programming (i.e. Harvest Hastings, multi-use trails, South Central Ontario FiresSmart Committee, Hastings County Forest Extension Program)

Natural Resource Information and Conservation Priorities

- regularly refer to and update the State of the Resources (2008) report
- address gaps in data through community surveys and monitoring projects in partnership with MNRF
- connect with community to define local priorities for stewardship programming

STRATEGIC OBJECTIVE

To enhance our partnerships and networks

SPECIFIC OUTCOMES DESIRED

- improve collaboration amongst like-minded community groups
- enhance or develop new partnerships for innovative program delivery
- seek and establish relationships with new funding sources

ACTIONABLE GOALS

Improve Community Collaboration

- assist with the formation of new umbrella groups as needed (i.e. a regional waterfront property owners group)
- encourage ownership of partnership projects by community groups (i.e. Tree planting – BAFIA)

New Partnerships

- give presentations to and expand partnership projects with Municipalities
- consider projects focusing on green energy i.e. wind power, biomass
- connect with new sectors, such as mining and aggregates

New Funding Sources

- identify new sources of funding based on incorporation status
- implement a letter writing campaign to ensure funders and supporters are aware of our incorporation status

STRATEGIC OBJECTIVE

To enhance Council governance, visibility and business acuity

SPECIFIC OUTCOMES DESIRED

- maintain a membership that is engaged, motivated, educated, and sectorally and geographically representative
- enhance our community profile or visibility
- improve Council governance
- consider ways of improving program efficiencies
- maintain a fiscally responsible organization

ACTIONABLE GOALS

Membership

- implement a Membership Recruitment Committee to update the recruitment package and recommend new members based on identified gaps in representation
- ensure there are a minimum of 3-5 training and development opportunities for Council members each year, including special presentations at meetings and field trips
- consider new ways of recognizing and motivating Council members

Community Profile

- plan a reception / celebration event to recognize community partners and BASC accomplishments
- committee to update the guidelines for the Community Stewardship Award (presented annually)
- enhanced utilization of partnerships with local media (newspapers, radio, websites)
- more promotional items i.e. vehicle magnets, signage, clothing, etc.
- develop a brand or visual identity for the Council that can be used consistently on all marketing, promotion and communications products

Council Governance

- finalize new by-laws
- utilize sub-committees for projects that involve non-Council / community members
- develop a Communications Plan / Policy

(Continued on page 7)

Program Efficiencies

- alter schedule for Tree Planting Program deliveries to allow for more engagement from seasonal property owners
- align educational opportunities with existing events i.e.) school assemblies, community functions
- establish a Project Rationalization Summary template to be completed for every project

Fiscally Responsible Organization

- conduct annual work planning and budget exercises with approved business plans
- conduct an annual review of the Strategic Plan and implement a committee to monitor progress throughout the year



Students participating in a reforestation project



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