

Bancroft Area Stewardship Council

**STRATEGIC PLAN
2019—2023**

Sustaining Resources Together

VISION STATEMENT

BASC is the leader in innovative environmental programming and education through partnership development.

MISSION STATEMENT

Engage, educate and empower our communities through the management, protection and preservation of our environment.

TAG LINE

Engage, Educate and Empower

VALUE STATEMENT

Decision making will consider environmental, social and economic viewpoints.



Eagles Nest Park in Autumn, Bancroft, Ontario

STRATEGIC OBJECTIVE: EDUCATION

To engage the community through educational opportunities that will encourage the preservation, protection and management of our natural environment.

SPECIFIC OUTCOMES DESIRED

- Increase awareness of environmental issues impacting the local environment (i.e. invasive species, biodiversity, climate change, etc.)
- Continue to involve youth in educational programs
- Show leadership through the creation and distribution of educational information on preserving, protecting and managing the environment using a variety of media
- Ensure natural resource information on the area is current and complete
- Ensure local conservation priorities are being addressed
- Encourage that Algonquin/Indigenous ways of knowing are appropriately and meaningfully incorporated, where applicable
- Continue to enhance the advocacy role of BASC

ACTIONABLE GOALS

- Establish an annual educational awareness objective/target
- Encourage new and continued participation in the Bancroft Youth Stewardship Council
- Develop new hands – on educational programs for children grades 4- 6
- Share and promote relevant educational materials from other organizations
- Continue programs such as Wonders of Wetlands, Forestry Day, March Break Kid's Day etc. in cooperation with area partners
- Enhance social media and technological presence (including website) to reach a wider audience and variety of age levels
- Establish a quarterly e-newsletter
- Promote BASC programs and projects with local and regional communities and organizations, as well as local and provincial governments

STRATEGIC OBJECTIVE: PARTNERSHIPS

To cultivate, nurture and maintain strategic partnerships that further the strategic objectives of the Bancroft and Area Stewardship Council.

SPECIFIC OUTCOMES DESIRED

- Build, nurture and maintain relationships with area schools, businesses, community organizations and all levels government
- Continue to establish meaningful partnerships and collaborations
- Partnerships continue to drive existing and new initiatives
- Connect with regional partners to achieve efficiencies in large-scale program delivery
- Continue to seek and establish relationships with new and existing funding sources

ACTIONABLE GOALS

- Connect with partners to achieve efficiencies in program delivery
- Maintain regular communication with other Stewardship Councils
- Take an active role in bringing local organizations together to achieve common goals
- Continue to keep all levels of government informed about BASC and encourage collaborations
- Expand local, regional, provincial and federal initiatives and collaborative programming where possible
- Engage the local and regional community to identify priorities for stewardship programming
- Engage with existing and new funding sources and partners

STRATEGIC OBJECTIVE: Outreach & Communications

To promote the recognition of the BASC within Bancroft and Area

SPECIFIC OUTCOMES DESIRED

- Make BASC the recognized leader in partnership development, environmental education and project implementation in the region
- Increase awareness of the BASC projects and programming
- Increase community engagement in BASC projects and programming

ACTIONABLE GOALS

- Review and make recommendations for website improvements
- Create a social media strategy and implementation plan
- Produce quarterly e-newsletters
- Create and maintain an electronic distribution list to increase community engagement
- Encourage newspaper reports or prepare press releases
- Increase awareness and support of BASC efforts and the economic value projects, programs, and share BASC success stories
- Enhanced BASC presence at area events to engage the public and increase awareness of the organization
- Continue to collaborate with other organizations to achieve goals

STRATEGIC OBJECTIVE: Governance

To enhance Council governance, visibility and business acuity

SPECIFIC OUTCOMES DESIRED

- Council members review progress and update the strategic plan annually as required
- All financial and government reporting requirements have been fulfilled
- Succession plan for replacing executive is in place
- Nomination committee has identified potential new board members as required
- Administrative records/minutes are accurate and approved by council
- Ensure administrative services continue to be supported
- Council adheres to BASC bylaws

ACTIONABLE GOALS

- Set a time period for the annual review of the Strategic Plan
- Regular meetings and the AGM are held as per the bylaws
- Individual has been identified to take minutes for all meetings
- All minutes are approved at council meetings and minute book updated as required
- Copies of a binder that includes the strategic plan and by-laws as well as background information about the organization will be created and made available to all council members
- Potential new board members (if required) are invited to attend a regular meeting to assess interest



Canoeing on Galeairy Lake with a Peterborough Canoe
(Photo courtesy of Christine Luckasavitch)

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