

# 2017 JFAO Strategic Plan

Commencing March 24<sup>th</sup> 2017 – March Conference 2020



In preparation of the business strategy plan JFAO partnered with OMAFRA to facilitate the planning of the proposed strategic plan. With the help from OMAFRA, this strategic plan was able to allow the board and members to voice their opinions on what key goals they believe JFAO will need to focus on.

Proposed Vision: *“Our vision is for rural youth to connect, build, and develop leaders for strong communities”*

Proposed Mission: *“To build rural leaders through personal growth, travel, experiences and community betterment”*

## Key Goals:

To improve value to current and future members.

To increase membership of the organization.

To improve communication between clubs, zones, the province and general public.

To increase the use of and value obtained from committees.

To improve relationships with corporate partners.

To provide financial stability for the organization.

These goals are broken down into categories chosen to further describe how we as an organization will achieve these goals.

## **Members --- Communication --- Structure --- Financial Stability**

**Members: To improve value to current and future members. To increase membership of the organization.**

*Expanding Exchange Opportunities* – JFAO will facilitate a new extension of exchanges by offering inter-club exchanges and inter-provincial exchanges.

Who: Executive Director of Community and International Programs and Travel and Hospitality Committee.

When: Preparation of inter-club exchanges will commence April and May 2017. Inter-club exchanges will be available to JFAO members by July 2017. Preparation of inter-provincial exchanges will commence September 2017. Upon successful communication with other Canadian young farmer organizations inter-provincial exchanges will be made available within the 2018 exchange applications.

Measurement of Success: All JFAO exchange opportunities awarded annually by 2019. Exchange participants are 100% satisfied with their exchange, and would recommend the program to another JFAO member.

*Facilitate Membership Discounts* – JFAO will explore avenues in order to offer discounts to members.

Who: Executive Director of Membership and Members Committee

When: Commencing June 2017 the individuals involved will reach out to organizations such as hotels, insurance companies, etc. requesting membership discounts. This process will be on going.

Measurement of Success: To provide JFAO members with at least one membership discount by March Conference 2020.

*New Member Event:* JFAO will encourage clubs to host a new member's event.

Who: Executive Director of Membership and Members Committee.

When: December 2017 the members committee will prepare ideas on how to organize and run a new members event. It will be encouraged that all clubs host a new members event during the 2018-year.

Measurement of Success: To have 75% of JFAO clubs host a new members event during the 2018-year. To increase membership by 5% based on 2016 membership data by AGM 2020.

*Yearly Member Surveys:* JFAO will facilitate yearly member surveys in order to consistently be receiving feedback directly from members.

Who: Executive Director of Membership and Members Programs Committee.

When: The Members Programs committee will prepare a member survey October/November of each year to become live at the November PD meeting.

Measurement of Success: By December 2020, 75% of the membership completes the yearly survey.

To obtain feedback from members each year and to consider implementation of suggestions brought forward.

*Increase AG related activities:* JFAO will strive to host one new event within the next three years directly related to members' agriculture interest.

Who: Executive Director of Agricultural Programs and Ag Awareness Committee.

When: Summer of 2017 the committee will commence discussions of potential future events. And execution will occur when an agreed upon event is available and date determined.

Measurement of Success: JFAO holds one new agriculturally focused event by March Conference 2020.

**Communication: To improve communication between clubs, zones, the province and general public.**

*Description of JFAO:* JFAO will create a description of JFAO to promote to new members and the general public.

Who: Executive Director of Marketing and the Public Relations Committee

When: The committee will commence work on such after the April PD meeting and will present their proposed description of JFAO at the November 2017 PD meeting.

Measurement of success: The description is utilized for promotion purposes and the board feels as though it best describes the organization.

*Email Address Book:* JFAO will create an email address book online for each club's email.

Who: Executive Director of Membership and Membership committee.

When: Emails will be requested and collected at the April PD meeting. An online address book will become live on the JFAO webpage by August 31<sup>st</sup>, 2017.

Measurement of Success: To have an online address book available to members and the public on the JFAO webpage by December 2019.

*Zone Socials:* JFAO will encourage annual zone socials.

Who: Executive as a whole.

When: Encourage clubs to participate in an inter-club social annually. Constitution change to make a zone social an affiliation requirement at the 2018 March Conference.

Measurement of Success: In 2018-2019 at least 60% of clubs participate in a zone social. By 2019-2020 at least 80% of clubs participate in a zone social.

*Club Meeting Attendance:* JFAO will encourage Executive members to attend at least one club meeting per year that is not their home club.

Who: Executive as a whole.

When: Encouraged immediately. Potentially to become an attendance requirement by executive.

Measurement of Success: By March Conference 2020 each club has had at least one executive member in attendance to a club meeting.

**Structure: To increase the use of and value obtained from standing committees.**

*Increase the use of standing committees:* JFAO executive members will encourage communication among committees between PD meetings.

Who: Executives as a whole and committee members.

When: Commencing at the April 2017 PD meeting.

Measurement of Success: Executive members utilize their corresponding committee and evidence that communication is being had between PD meetings.

*Decrease the financial burden on event committees:* JFAO will strive to reduce the pressure on event committees to obtain sponsorship.

Who: Executive Director of Fund Development and Fundraising committee, March Conference committee, Leadership Camp committee, Ontario Young Farmers Forum committee.

When: During January of each year the Fund Development Director will analyze sponsorship obtained for the upcoming year and with assistance from the fundraising committee will specifically target additional sponsors for events that have not yet reached their sponsorship goal. The Executive Director of Fund Development will meet with March Conference, Leadership Camp, and OYFF committees on a regular basis to provide support for the corresponding event.

Measurement of Success: By 2019-2020 each committee will have reached their year's target sponsorship requirements.

**Financial Stability: To improve relationships with corporate partners. To provide financial stability for the organization.**

*Engage corporate partners:* JFAO will strive to engage corporate partners by encouraging them to speak at JFAO run events.

Who: Executive Director of Fund Development, OYFF Committee and March Conference Committee.

When: Commencing summer of 2017 the Executive Director of Fund Development will provide suggestions of corporate partners who could speak at OYFF 2017 and thereafter. Commencing fall of 2017 the Executive Director of Fund Development will provide suggestions of corporate partners who could speak at March Conference 2018 and thereafter. The corresponding committee will reach out to the recommended partners the season prior to the event.

Measurement of Success: By 2020 JFAO would have used at least five corporate partners to be speakers at JFAO events.

*Grants:* JFAO will apply to government funding and grants.

Who: Executive Director of Finance and Finance Committee with the assistance of executive members.

When: Commencing summer of 2017 the Executive Director of Finance and the Finance committee will research potential funding and grants that JFAO qualifies for. On an annual basis the committee will submit a minimum of two applications towards funding.

Measurement of Success: To be successful in one fund/grant application by 2018.

*Obtain New Partners:* JFAO will strive to obtain new partnerships.

Who: Executive Director of Fund Development and Fundraising Committee

When: Commencing Fall of 2017 five new potential partners will be included in the partnership mail out and five additional new potential partners each year thereafter.

Measurement of Success: To obtain three new recurring partners by March Conference 2020.

These goals and paths as outlined in this plan will be discussed, and realigned if required at each Annual General Meeting going forward.

Execution will be tracked and discussed by the president of the organization.