



BC Agriculture in the Classroom Foundation

Strategic Plan
2017 - 2019

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..... **Board of Directors**

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..... **Stakeholders**

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Forward

Message from the President

The Foundation's staff and Board of Directors worked side by side to develop the Strategic Plan for the next 3 years. This Plan maps our course as we strive to support educators with resources and programs to assist them in meeting the new Kindergarten to grade 9 curriculum goals. The Plan has benefited from the experience of our educator board members and the direct knowledge and feedback from our staff; their insightful contribution to our round table discussions validates the future priorities and goals we have identified.

Thanks to our staff and Board of Directors for their participation in the process, particularly Carla McBeth, Sydney Massey, John Munro, Joe Massie who worked together with our Executive Director Pat Tonn to refine the final document. Thanks also to Heather Stewart of Sage Transitions for facilitating and shaping our collective thoughts into the resulting Strategic Plan.

Sarah Ryall
President



Message from the Executive Director

Strategic Planning is a great opportunity to explore how BC Agriculture in the Classroom Foundation can grow into the future. It's a good time to review our programs, resources and our organization to prepare to move forward sustainably and with purpose.

This 2017-2019 Plan will build on past successes and identify new priorities in our strategic directions:

- Effectively Communicate about BC Agriculture in the Classroom Foundation
- Enhance and Develop Programs and Learning Resources
- Develop and Maintain Organizational Sustainability

The priorities and goals of the organization, combined in an operational plan will move the organization into the future. We will continue to maintain partnerships with agricultural stakeholders and build quality programs and resources that deliver engaging agriculture education to BC teachers and students.

Pat Tonn
Executive Director

Mission Statement

BC Agriculture in the Classroom Foundation - Mission Statement

“Working to bring BC’s agriculture to our students”

The purpose of the BC Agriculture in the Classroom Foundation

- To promote the value of agriculture, sustainable food systems and the protection of BC’s agriculture resource base to our educators, students and society
- To provide educators and students with quality educational resources, programs and other agricultural information that highlight agriculture as an important part of our economy, health and way of life
- To enable students to make informed decisions about food choices, food safety, and the importance of local supplies of food and other agricultural products
- To partner with the education, agriculture, health and business communities to develop, implement and evaluate quality initiatives
- To build the relationship between BCAITC and its stakeholders to accomplish the purpose of the Foundation
- To promote careers in agriculture as a viable and desirable career choice

Strategic Directions

Effectively Communicate About BCAITC

GOAL: Develop and implement a strategic communications plan to reach specific audiences, including key messages, tactics, timing and evaluation mechanisms

- Include communications strategies to encourage current school users to expand the range of BCAITC programs and learning resources they use
- Develop communications strategies to encourage new schools and teachers to use BCAITC programs and learning resources
- Research and evaluate the opportunity to develop a regional support system to promote BCAITC programs

SUCCESS MEASURE:

- Evaluate the effectiveness of the strategic communications plan on an annual basis by surveying partners and stakeholders about changes in their knowledge of BCAITC and its programs.



Enhance and Develop Programs and Learning Resources

GOAL: Increase the use of BCAITC programs and learning resources in BC schools

- Identify which learning resources are most useful to teachers and how best to ensure teachers use them
- Develop and expand the use of learning resources for teachers in all regions of BC, through teacher professional development

SUCCESS MEASURE:

- Measure the increased use of BCAITC programs and learning resources by BC schools

GOAL: Develop and implement a plan to expand Spuds in Tubs, Take a Bite of BC, Fresh to You Fundraiser and Planting a Promise beyond the lower mainland

SUCCESS MEASURE:

- Increase the numbers of participants outside the lower mainland using Spuds in Tubs, Take a Bite of BC, Fresh to You Fundraiser, and Planting a Promise

"I love the Spuds in Tubs program and my kids have loved it every year. It's user friendly for teachers and has great ties to the curriculum".

—Teacher, School District 23, Central Okanagan



GOAL: Develop and implement a plan to expand BCAITC programs and learning resources into secondary schools

- Develop programs and learning resources for secondary schools

SUCCESS MEASURES:

- Increase available programs and learning resources for secondary schools
- Increase the usage of programs and learning resources by secondary programs

GOAL: Develop and enhance programs and learning resources to align with new curriculum

- Enhance available programs and learning resources to meet new curriculum goals. Include core competencies, flexible learning environments, inquiry-based learning, experiential focus, cross curricular learning, critical thinking, and Aboriginal content

SUCCESS MEASURE:

- Survey teachers to assess the effectiveness of BCAITC programs and learning resources in meeting new curriculum goals.

GOAL: Leverage opportunities with partners to enhance the scope and depth of programs offerings and learning resources offered

SUCCESS MEASURE:

- Establish new partnerships to enhance and develop programs and learning resources



“Giving children the opportunity at school to learn and appreciate gardening (and what it produces) will bring them a lifetime of benefits, which is wonderful”.

—Erin Minter, Minter Country Gardens

Develop and Maintain Organizational Sustainability

GOAL: Develop and maintain financial stability

SUCCESS MEASURE:

- Develop, monitor and evaluate a 2–3 year financial and fund development plan that includes a variety of funding sources and means of achieving financial stability.

GOAL: Ensure that BCAITC has the capacity and capability to manage the growth of programs and learning resources

SUCCESS MEASURE:

- Evaluate BCAITC's has the financial and organizational ability to manage increased operational requirements

“BCAITC is great at connecting directly to the kids, and delivering great programs. We look forward to working even more closely with them in the future, and we hope to jointly develop valuable classroom programs”.

—*Andrea White,*
BC Cattlemen's Association



GOAL: Maintain and foster partner and government relationships and funding commitments

SUCCESS MEASURES:

- Current funding is maintained
- New funding partnerships are developed

GOAL: Enhance organizational sustainability

SUCCESS MEASURES:

- Develop an employee training and cross-training plan to ensure sufficient knowledge and experience in all programs
- Update and review terms of reference for board succession planning
- Complete an annual canvas of committee chair succession planning
- Develop an employee succession plan



“I have found all the staff in the office to be extremely friendly and helpful whenever I have called”.

—*Volunteer, School District 79, Cowichan Valley*

Contact

For further information contact:

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