

**Alberta Conservation Association**  
**2019/20 Project Summary Report**

**Project Name:** Strategic Business Plan

**Information, Education, and Communications Program Manager:** Don Myhre

**Project Leader:** Don Myhre

**Primary ACA staff on this project:** Charmaine Brunes, Tara Holmwood, Don Myhre, Kelley Stark, and Todd Zimmerling

**Partnerships:** N/A

**Key Findings**

- Updated our 2009–2019 strategic business plan goals, objectives, and results.
- Determined ten-year strategic goals and three-year objectives.
- Reset the foundation for long- and short-term business direction aimed at meeting ACA mission and vision statements, with core values incorporated.

**Abstract**

Our Strategic Business Plan provides employees, stakeholders, and partners with a clear understanding of the future direction of ACA. April 2019 represents the end of our 2009–2019 Strategic Business Plan and the beginning of our new 2019–2029 Strategic Business Plan. All strategic goals and objectives are aimed at meeting our mission and vision statements and all activities are undertaken with our core values in mind.

**Introduction**

The 2019–2029 Strategic Business Plan lays the foundation for our long- and short-term direction. The three-year objectives are enhanced by the Annual Operating Plan, which is produced yearly, based on the objectives outlined in this plan. This document provides both the

scorecard used to track the 2009–2019 Strategic Business Plan successes and challenges, and the new 2019 – 2029 Strategic Business Plan that has been developed with the previous results in mind. Strategic business planning is an important process that provides employees, stakeholders, and partners with a clear understanding of the future direction of Alberta Conservation Association (ACA). A key part of an effective Strategic Business Plan is ensuring the results are tracked over time, analysed appropriately, and learnings are incorporated into future plans. All strategic goals and objectives are aimed at meeting our mission and vision statements, and all activities are undertaken with our core values in mind

## **Methods**

Our Information, Education, and Communications Program team coordinates content from the past strategic business plans and updates from ACA Executive. Once reviewed and approved by ACA’s Board of Directors, the report is published and posted on our website.

## **Results**

- The 2019–2029 Strategic Business Plan was completed, published, and posted in accordance to ACA policy.
- Summary of long-term goals: We identified 12 long-term goals in the 2009–2019 Strategic Business Plan. We achieved seven, partially achieved three objectives, and failed to achieve two objectives.
- Summary of short-term objectives: We identified 22 objectives in the 2015–2019 Strategic Business Plan. We achieved 17, partially achieved two objectives, and failed to achieve three objectives.

## **Conclusions**

This publication provides the foundation for our long- and short-term direction—with a scorecard used to help determine what has worked well and where improvement is needed within the organization. In addition, the scorecard has formed part of the information used in developing ACA’s next Ten-Year Strategic Business Plan.

## **Communications**

- *Strategic Business Plan 2019–2029* (print and digital formats)
- [https://www.ab-conservation.com/downloads/strategic\\_business\\_plan/aca\\_2019-29\\_strategic\\_business\\_plan.pdf](https://www.ab-conservation.com/downloads/strategic_business_plan/aca_2019-29_strategic_business_plan.pdf)