

Alberta Conservation Association
2022/23 Project Summary Report

Project Name: Strategic Business Plan

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Partnerships

N/A

Key Findings

- A summarized 2019–2021 scorecard and an update were provided based on the 2019–2029 Strategic Business Plan’s goals, objectives, and results.
- In all, 15 of the 19 objectives set in the 2019–2029 Strategic Business Plan were completed.
- The long- and short-term business objectives were reestablished for 2022–2024 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. In 2022/23, ACA provided a scorecard and update for the first three years (2019–2021) of the 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.

Of the 19 objectives identified in the 2019–2029 Strategic Business Plan, ACA achieved 15 objectives. Our ability to complete several objectives were directly impacted by COVID-19 pandemic-related restrictions.

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 annually, based on the objectives outlined in this plan. This document provides the 2019–2029 Strategic Business Plan objectives and the 3-year updated scorecard for 2019–2021.

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, analyzed 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: 2019–2021 Update was completed, published, and posted in accordance to ACA policy.
- Summary of short-term objectives: We identified 19 objectives in the 2019–2029 Strategic Business Plan. We achieved 15, partially achieved one objective, and failed to achieve three objectives.

Conclusion

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

- 2019–2029 Strategic Business Plan: 2019–2021 Update (print and digital formats)
- www.ab-conservation.com/downloads/strategic_business_plan/aca_2019-29_strategic_business_plan_update.pdf

Literature Cited

Not applicable

Photos



Strategic Business Plan 2019 - 2029



Photo 1. Cover of the 2019–2029 Strategic Business Plan: 2019 – 2021 Update. Photo: ACA