

***“Grow with us”***



# **Strategic Plan of the Fairview Agricultural Society**

Prepared by the Board of Directors of the Fairview Agricultural Society and approved by membership at the Agricultural Society's Annual General Meeting

Fairview, Alberta, Canada

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# **TABLE OF CONTENTS**

**Our VALUES**

**Our VISION**

**Our MISSION**

**Our GOALS and OBJECTIVES**

**Our ACTIONS and related STRATEGIES**

# **EXECUTIVE SUMMARY**

The Fairview Agricultural Society was chartered prior to 1970, by law under authority of the Agricultural Societies Act of Alberta. The Fairview Agricultural Society is governed by its own set of bylaws, in compliance with the Agricultural Societies Act. The Fairview Agricultural Society was preceded by the Waterhole Agricultural Society, formed in 1914. The Waterhole Agricultural Society actively promoted development of the Waterhole Hall and Grounds, which were ceded to the Waterhole Oldtimer's Association. After dissolution of the Waterhole Agricultural Society, the Fairview Agricultural Society assumed its other activities, continuing to do so to this day.

Over time, the Fairview Agricultural Society has remained true to the objective of an Agricultural Society as defined in the Agricultural Societies Act of Alberta. In this regard, it has encouraged improvement in agriculture, and in the quality of life of persons living in the agricultural community; developing programs, services and facilities based on needs of the agricultural community.

Over the years, the Fairview Agricultural Society developed its own specific objectives, such forming a part of the organization's bylaws and guiding much of its activities. They lead to activities like sponsoring meetings and short courses on best practices in agriculture, horticulture and homemaking; sponsoring exhibitions where prizes were awarded in agricultural, horticultural and homemaking competitions; assisting with developing community leaders through sponsoring/encouraging 4-H clubs and sponsoring leadership development workshops; improving quality of life in the community by sponsoring or supporting cultural events; staying aware/responsive to changing needs, adjusting programs to accommodate change, encouraging others to do likewise; encouraging youth to participate in agricultural related events, and; supporting/cooperating with others for betterment of the community.

Staying aware of and responsive to, changing needs and adjusting Society programs to accommodate such change; this is where the Society actively sought to improve. This strategic plan represents the culmination of recent efforts and is the Fairview Agricultural Society's first attempt at creating a "Living Document" in support of its values, vision and mission.

# **Our VALUES**

**Fairview Agricultural Society VALUES:**

**“Our Society supports Sustainable Community Development”**

**“Our Society supports Sustainable Agriculture”**

# **Our VISION**

The Fairview Agricultural Society VISION is one of:

**“Building Community through Agriculture”**

# **Our MISSION**

The Fairview Agricultural Society MISSION is to:

**“Evolve Sustainable Community and Agriculture”**

# **Our GOALS and OBJECTIVES**

**Fairview Agricultural Society external GOALS and related OBJECTIVES are:**

- **Sustainable Community, now and in the future**
  - **Achieved through our OBJECTIVE of building community capacity**
- **Sustainable Agriculture, now and in the future**
  - **Achieved through our OBJECTIVE of adoption of related best agricultural practices**

**Fairview Agricultural Society internal GOALS and related OBJECTIVES are:**

- **Society Renewal**
  - **Achieved through our OBJECTIVE of relevant, up to date, Society Bylaws**
- **Society Revitalization**
  - **Achieved through our OBJECTIVE of Society membership expansion**

## External Goals<sup>1</sup> - Actions/Strategies/Objectives for their Achievement

<i>We intend these ACTIONS toward ...</i>	<i>implementing these STRATEGIES to...</i>	<i>reach these OBJECTIVES in...</i>	<i>these proposed TIMELINES</i>
Solicit scholarship applications; review and award 2 X \$1,000 Scholarships	Promote advanced education	Building Community Capacity	Annually 2009, 2010, 2011
Solicit bursary applications; review & award 2 X \$500 bursaries (Hugh Scott Memorial Awards)	Promote advanced education	Building Community Capacity	Annually 2009, 2010, 2011
Capitalize a research fund; marketing program soliciting applications; review and award a \$3,000 Applied Research Grant	Promote applied research	Adoption of Best Practices in Sustainable Agriculture and Sustainable Community Development	Annually, commencing in 2010
Conduct and/or sponsor conferences, workshops, seminars, competitions, expositions and/or demonstrations	Promote continued learning and personal development	Adoption of Best Practices in Sustainable Agriculture and Sustainable Community Development	Annually 2009, 2010, 2011
Solicit applications for youth leadership camp; sponsoring 8 youths	Promote leadership development	Building Community Capacity	Annually 2009, 2010, 2011
Stage rodeo	Promote arts, culture and history	Building Community Capacity	Annually 2009, 2010, 2011
Acquire, preserve, catalogue and display historical artefacts	Promote arts, culture and history	Building Community Capacity	Annually 2009, 2010, 2011
Review of and input toward revisions to the Agricultural Societies Act	Promote our VALUES, VISION and MISSION	Building Community Capacity	2009; coming into force by 2010
Fund raising	All strategies	All objectives	Annually 2009, 2010, 2011

<sup>1</sup> External Goals being *Sustainable Community* and *Sustainable Agriculture*



## Internal Goals<sup>2</sup> - Actions/Strategies/Objectives for their Achievement

<i>We intend these ACTIONS toward ...</i>	<i>implementing these STRATEGIES to...</i>	<i>reach these OBJECTIVES in...</i>	<i>these proposed TIMELINES</i>
Review, revise and adopt new Society Bylaws	Workshops informing membership on current bylaws and proposed changes	Relevant, up to date Society Bylaws	By 2009
Review, revise and re-mandate Society Committees with respective Terms of Reference, appended to Bylaws	Workshops informing membership on current committees and proposed changes	Relevant, up to date Society Bylaws	By 2009
Expand membership by 25%	Membership recruitment campaign	Society membership expansion	By 2010
Change membership demographic to 35 years and younger comprising a minimum of 15% of total membership	Membership recruitment campaign	Society membership expansion	By 2011
Rotation of new individuals into the Board of Directors	Strategic recruitment campaign	Society membership expansion	By 2010

<sup>2</sup> Internal Goals being *Society Renewal* and *Society Revitalization*