

# Strategic Plan

**2011-2013**

**Updated September 13, 2012**

# The Association's Mandate

Pursuant to the *Foresters Act*, the practice of professional forestry is a regulated activity in British Columbia. In simplest terms, the *Foresters Act* defines the practice of professional forestry, establishes the Association of BC Forest Professionals, stipulates that one must be a member of the ABCFP to engage in the practice of professional forestry<sup>1</sup> and, charges the association with the administration of the *Foresters Act* and vests<sup>2</sup> all authority to govern the association in its council.

Section 4 of the *Foresters Act* sets out the duties and objects of the association as follows:

1. It is the duty of the association
  - a) to serve and protect the public interest,
  - b) to exercise its powers and functions, and to perform its duties under this Act, and
  - c) to enforce this Act.
  
2. The objects of the association are the following:
  - a) to uphold the public interest respecting the practice of professional forestry by
    - (i) ensuring the competence, independence, professional conduct and integrity of its members, and
    - (ii) ensuring that each person engaged in the practice of professional forestry is accountable to the association,
  - b) to advocate for and uphold principles of stewardship of forests, forest lands, forest resources and forest ecosystems,
  - c) to govern its members in accordance with this Act, the bylaws and the resolutions,
  - d) to establish, monitor and enforce standards of education and qualifications for enrolment, registration and continued membership in the association,
  - e) to establish, monitor and enforce codes of conduct and standards of practice for its members,
  - f) to create and administer voluntary certification schemes for technical occupations related to the practice of professional forestry.

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<sup>1</sup> Subject to certain exceptions (eg supervised by a member)

<sup>2</sup> Subject to certain constraints (eg members have a right to elect council, change bylaws and certain fees)

# Vision for the Association

Consistent with the mandate, the following vision statement was reviewed and confirmed to guide association actions:

***We lead the way to diverse, healthy and sustainable forests in British Columbia.***

# Mission for the Association

A previous Council also adopted the following mission for the association:

***Our mission is to ensure British Columbia has qualified forest professionals and to support them in providing excellence in forest stewardship.***

# Introduction

In order to realize the vision, the current Council set four areas to focus on in the strategic plan:

1. Leading in professional practice and forest stewardship
2. Running a highly effective organization
3. Recruiting into the profession
4. Supporting professional reliance

General Guidelines about the business plan which links to the strategic plan:

1. Where appropriate, initiatives and actions designed to achieve our objectives must reflect the current economic conditions that are impacting the membership, government, and stakeholders.
2. The business plan must be written in results based language.

# Priority Area One: LEADING IN PROFESSIONAL PRACTICE AND FOREST STEWARDSHIP

## **Outcome:**

*The ABCFP is recognized by the people of British Columbia including Aboriginal peoples, as taking a leadership role on matters of professional practice and the principles of forest stewardship.*

## **Conditions and Constraints with this outcome:**

- must be achieved within annual approved budget
- must maintain and enhance relationship with First Nations
- key policy issues must be identified, advocated and communicated to the appropriate regulator
- members must be informed of our initiatives
- must engage with government and non-governmental organizations in Objectives 3 and 5.

## **Objectives:**

1. ABCFP and its members clearly understand and communicate their roles and responsibilities in managing BC's forests, forest lands, forest resources and forest ecosystems.
2. ABCFP is recognized as a primary media contact on issues of forest stewardship and professional practice.
3. Aboriginal peoples, the public and stakeholders are aware of the ABCFP and are well informed on our mandate, the roles our members play in professional practice and our responsibilities.
4. The ABCFP is engaged with natural resource ministries at the outset of policy development in the areas critical for good forest stewardship.
5. Policy discussions are initiated by the association on high priority stewardship issues identified by staff and/or council.
6. The ABCFP is a visible and timely advocate for the principles of forest stewardship

## Priority Area Two: RUNNING A HIGHLY EFFECTIVE ORGANIZATION

### **Outcome:**

*The ABCFP is recognized by its members as a highly effective, efficient, and professionally relevant organization.*

### **Conditions and Constraints with this outcome:**

- must be achieved within annual approved budget
- must maintain or improve the effectiveness and quality of products delivered
- must inform members of our initiatives
- must use methods of communication that satisfy a majority of our members
- must focus on representation from Aboriginal peoples and women

### **Objectives:**

1. Members are supported in areas/issues important to their professional practice.
2. Members are satisfied with their engagement on services delivered by the association.
3. ABCFP committees have members who possess the experience, knowledge, skills and diversity required to do the work of committees.
4. ABCFP has an efficient and effective enforcement and discipline system that is timely, fair and transparent.
5. The public holds forest professionals in high regard.
6. The ABCFP committee selection process is timely, fair and transparent.

## Priority Area Three: RECRUITING INTO THE PROFESSION

### **Outcome:**

*The ABCFP will expand the use of forest professionals through recruitment into the profession and professional development*

### **Conditions and Constraints with this outcome:**

- must be achieved within annual approved budget
- activities and events of the association must be accessible in all regions
- must demonstrate collaboration with other organizations
- not to be constrained by existing conditions of membership but must meet competency conditions
- allied science includes both degrees and diplomas

### **Objectives:**

1. The ABCFP creates opportunities for members to expand their fields of practice.
2. Membership in the association encompasses the broad range of forestry practice.
3. There is increased demographic diversity in membership.
4. Elementary students, high school students and educators understand and are aware of the diverse and rewarding careers forestry has to offer.
5. Post-secondary institutions produce graduates who can be members of the ABCFP.
6. The number of ABCFP members who have graduated from allied science programs from colleges and universities will be increased.

## Priority Area Four: SUPPORTING PROFESSIONAL RELIANCE

### **Outcome:**

*Professional reliance is successfully applied and is understood by the public.*

### **Conditions and Constraints with this outcome:**

- must be achieved within annual approved budget
- this outcome will have greater priority than Outcomes One, Two and Three but not at their expense

### **Objectives:**

1. Members know their role in professional reliance.
2. Professional reliance is consistently applied by our members.
3. Forest stewardship principles are understood and being utilized by members.
4. Principles of forest stewardship are communicated to stakeholders.
5. Members demonstrate respectful regard in their professional behavior and work.
6. The public becomes aware of professional reliance.
7. Users of professional services know the benefits, understand and fulfill their role in professional reliance.