

Foothills Model Forest

Business Strategy

2007 - 2012



- **Introduction**
- **Vision and Mission**
- **Strategic Objectives**
- **Expected Outcomes**
- **Organization and Structure**
- **Financial Plan**
- **Implementation Plan**

Introduction...

- No fourth phase --- Business Cycle
- Protect and build on successful foundation
 - Partnership
 - Credibility
 - Champion of SFM
 - Developer of relevant knowledge and tools
- Network
- Securing firm commitment and participation

Vision and Mission...

Key Words :

- Leader, science and knowledge, partnerships, community, relevant issues, tools, dissemination of knowledge.

Enablers :

- Partnerships
- Trust and Respect
- People
- Proven success

Strategic Objectives...

...built on collective accomplishments of the past.

1. Partnerships
2. Program Themes
3. Communications and Extension
4. Network of Nodes
5. Operations
6. Demonstrating, Evaluating and Reporting on Innovation
7. Human Resources

Strategic Objectives...

...built on collective accomplishments of the past.

1. Partnerships

- **Energy**
- **Aboriginal**
- **ENGO's**

Strategic Objectives...

...built on collective accomplishments of the past.

1. Partnerships

2. Program Themes (...integration and linkage)

- **Landscape dynamics** (... including climate change)
- **Wildlife**
- **Water** (...linkage to Alberta Water For Life)
- **Forest 'Communities Program'** (...socioeconomics, recreation, aboriginal involvement, bio-economy, innovation forest)
- **Data, information and knowledge management** (...intranet)

Strategic Objectives...

...built on collective accomplishments of the past.

1. Partnerships
2. Program Themes
3. Communications and Extension
 - **Broaden sphere of influence**
 - **Audience specific**
 - **Internet applications**

Strategic Objectives...

...built on collective accomplishments of the past.

1. Partnerships
2. Program Themes
3. Communications and Extension
4. Network of Nodes
 - **Disseminate process and tools**
 - **Like-minded organizations with common needs**
 - **Process and data management**
 - **Provision of reputable research**
 - **Shared principles**

Strategic Objectives...

...built on collective accomplishments of the past.

1. Partnerships
2. Program Themes
3. Communications and Extension
4. Network of Nodes
5. Operations

- **Focus**
 - **GIS**
 - **Finance**
 - **Admin**

Strategic Objectives...

...built on collective accomplishments of the past.

1. Partnerships
2. Program Themes
3. Communications and Extension
4. Network of Nodes
5. Operations
6. Demonstrating, Evaluating and Reporting on Innovation
 - **Encourage application of knowledge in innovative ways.**
 - **Demonstration**

Strategic Objectives...

...built on collective accomplishments of the past.

1. Partnerships
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- **Preferred place to work**
- **Personal development**
- **Realization of personal objectives**

Expected Outcomes...

- **Accountability**
- **Measurable outcomes**
- **List by November 2007**

Organization and Structure...

- Vibrant representative partnership, robust, representative and involved board, corporate structure, fiscal responsibility, informative process.
- Appropriate ‘success driven’ organization
- ‘Program Theme Coordinator’ (...PIT linkage to Board)
- Board Committees ;
 - Executive, Finance, Strategic Program, Membership Review
- Shareholder solicitation action plan
- Partnership definition (shared interest)

Financial Plan...

- CFS core funding ends
- Forest Communities Program funding (if successful) moves to program funding Core?
- Core funding options :
 - Increased shareholder and partnerships
 - Energy, I&S, Mining, etc.
 - Existing shareholders and partners back-up
 - Contingency funding during transitions

Implementation Plan hi-lights ...

- Shareholder recruitment plan
- Board identification of program investment opportunities
- Enhanced reporting in Annual Work Plans
- FCP / LAC memorandum ; Innovation Forest ; University collaboration
- Communications and Extensions review
- Name review
- Network node identification plan
- Operations Plan
- GIS technology review
- Staff development policy and succession plan
- Governance review
- PIT representation review