

July 17, 2020

STRATEGIC DIRECTIONS & ACCOMPLISHMENTS of 2015-2020 PLAN

1. Increase Membership Engagement

A large and engaged membership is a key strength to OSCIA and supports its ability to leverage new opportunities. The membership provides the foundation for local organizational health. It attracts opportunities for program delivery and industry project collaboration.

Accomplishments:

- Created the Association Development Advisor position.
- Facilitated multiple skills development workshops.
 - 42 local associations and 11 regions have participated
- Increased branding.
 - Promoted OSCIA's new apparel, created window decals, plot signs, displays, and updated OSCIA's brochure and flag
- Made improvements to the OSCIA website.
 - Developed a "Skills Development Resource" page that displays constitution templates, three training modules, two guidebooks on board governance, a director's handbook, and a copy of the association handbook
- Published the Soil Fixers book.
- Produced 3 well-polished online training modules.
 - Highlighting the roles and responsibilities of a local President, Director, and Secretary/ Treasurer.
 - 5 local associations and 2 regions participated
- Created the Don Hill Legacy Award.
- Designed a new Membership Platform.
- Launched *The Innovator – News From the Grassroots*.
 - 3,754 members received the June 2020 inaugural edition of *The Innovator* electronically
 - 973 members received a hard copy

2. Improve Internal Communications

An internal communication strategy will address the weaknesses related to communications within the organization, and support efforts to externally promote OSCIA's brand. Reducing internal communication barriers will improve overall productivity and organizational health.

Accomplishments:

- Share "Brief Meeting Highlights" of monthly Executive Committee meetings more broadly (now to provincial directors, regional presidents, local presidents, RCCs, Guelph office staff).
- Eliminated the Lead RCC position.
 - Duties are now fulfilled collectively by Guelph Office staff
- Developed a Regional Communication Sub-Committee.
 - Investigated the relationship between the RCCs, the Regional President, the Provincial Director and the Guelph office
 - Reviewed compensation practices for RCCs

- Explored options and made recommendations on a new approach to sharing information
- Revised the Regional Communication Coordinators (RCC) service contract.
 - RCCs now report to the assigned Provincial Director
 - The Provincial Director acts on behalf of and in consultation with the Regional Association's Board of Directors.
 - More funds available for knowledge transfer activities
- Created the Provincial Director's yearly presentation for Local and Regional AGMs.
- Published research reports in Country Guide (6 placements/year).
- Deliver Tier One Grants.

	Projects	Locals/Regions Participating
2016/2017	42	39
2017/2018	39	39
2018/2019	37	28
2019/2020	42	34

3. Facilitate Applied Research and Knowledge Transfer

Applied research and knowledge transfer is a key strength of OSCIA and pivotal to realizing its vision and mission. Collaborating with industry to conduct and share unbiased research differentiates OSCIA from other farm organizations and provides the foundation for many of its local association activities.

Accomplishments:

- Created the Applied Research Coordinator position.
- Deliver the On-Farm Applied Research initiative.
- Oversee 7 Tier Two projects.

2018-2020	
Bruce County	Compaction Recovery with Cover Crops
East Central & Peterborough	Regenerative Agriculture: Microbes and Insect Interaction in Action (<i>discontinued</i>)
Heartland	Maximizing Cereal Rye Cover Crop Management for Multiple Benefits
Nipissing West/East Sudbury	AgTiv Mycorrhizal Inoculant Trial on Potato and Cereal Crops
Northumberland	Making Relay Cropping Pay
St. Clair	Soil Health as it Related to Yield
Thames Valley	Roots Not Iron – Phase 2

- Award annual \$10,000 Soil Health Graduate Scholarship in partnership with OAC at University of Guelph.
- Support research projects at the University of Guelph and Waterloo.
- Promote the Soil Test Manager app with OMAFRA.
- Host Crop Advances on the OSCIA website.

4. Develop & Deliver Adaptive & Strategic Program Opportunities

Program development & delivery is a key strength of OSCIA. In addition to helping fulfill OSCIA's mission and vision, program delivery provides opportunity to remain connected to Ontario farmers and industry partners and positions the association to adapt and respond to future changes in the Provincial landscape.

Accomplishments:

- Develop and deliver programs/projects
 - Partnership Program 2018-2023 (education and incentives) including LEADS, DON testing and Managed Bee Health initiatives
 - Species At Risk programs (SARFIP, SARPAL)
 - Operation Pollinator (2018-2019)
 - ONFARM 2019-2023 (applied research)
 - Removing Barriers to BMP Adoption 2019-2022 (investigation)

SEEK - TEST - ADOPT



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