

ASSOCIATION OF ALBERTA FOREST MANAGEMENT PROFESSIONALS

STRATEGIC PLAN

Revised August 2018



Introduction

This strategic plan has been initiated and endorsed by the Joint Council of the Association of Alberta Forest Management Professionals. A strategy session was facilitated for a joint council meeting June 2016 which provided the original direction for the strategic plan. There were reviews and updates to the plan by Joint Council in 2017 and 2018. This plan is intended to guide the strategy and management of the organization through the merger process and into the new paradigm of forest management professional legislation.

History

The Colleges of Alberta Professional Foresters and Alberta Professional Forest Technologists have committed to a merger of the two Colleges as a necessary first step in the evolution of professional legislation. The merger question was put to the membership in February of 2014 and a clear mandate to proceed with the merger was provided (90% in favour for CAPFT and 80% in favour for CAPF).

With strong support for a merger of the forestry colleges, it was determined that the colleges should begin to think and act as one Association and begin to build their culture as a single entity. Incite Marketing was engaged to help the colleges build an identity and strengthen their *raison d'être*. The Association of Alberta Forest Management Professionals (AAFMP) was born and two colleges, while meeting their legislative and fiduciary responsibilities of their respective colleges, have effectively moved forward as the AAFMP.

Association's Mandate

The practice of professional forestry is a regulated activity in the province of Alberta. The Regulated Forestry Profession Act defines the practice of forestry, establishes the Colleges and requires that individuals must be a member of the appropriate college to practice forestry in the province. Furthermore, the Act stipulates that Council manages and conducts the activities, exercises the rights, powers and privileges and carries out the duties of the Association and carries out the powers and duties of the Council under the Act and bylaws.

The Association must, pursuant to Section 3(1) of the Act:

- a) carry out its activities and govern its regulated members in a manner that protects and serves the public interest,
- b) provide direction to and regulate the practice of the regulated profession by its regulated members,
- c) establish, maintain and enforce standards of practice, registration and continuing competence for the practice of the regulated profession,
- d) establish, maintain and enforce a code of ethics, and
- e) carry on the activities of the Association and perform other duties and functions by the exercise of the powers conferred by the Act.

Strategy

Mission and Vision

The current vision and mission statements of AAFMP are:

Vision Statement: “Forest Stewardship is practiced by regulated professionals who endeavor to maintain the highest professional standards of practice and levels of competence”.

Mission Statement: “Serving Albertans by regulating, enhancing and promoting forest stewardship and professional practice”.

Goals

Strategic Initiative 1	AAFMP is an inclusive, sustainable self-regulatory organization
Strategic Initiative 2	AAFMP is a positive voice for natural resource management in Alberta.
Strategic Initiative 3	AAFMP will elevate and promote forestry and natural resource professions.
Strategic Initiative 4	AAFMP's value and profile are increased with stakeholders.

Organizational Structure

AAFMP is moving to a policy governance model. This means clearly defining the role of the Council and formally delegating authority to the Executive Director to manage the business affairs of AAFMP. The proposed organizational structure of AAFMP is outlined in the following chart.



Governance – The Role of the Council

- Develop a framework for governance; the Council will be responsible to approve governance policies, vision and mission statements.
- Council governance includes: approving by-laws, defining Council structure and approving a code of conduct. Self-governance will include an assessment of the Council's effectiveness in overall governance of AAFMP.
- Self-governance means a process to approve the programs and financial resources of AAFMP and set the rate of progress in meeting AAFMP's objectives.
- The Council defines the relationship with the Executive Director. The Executive Director is responsible for the management and implementation of the policies established by the Council. The Council will provide criteria for performance evaluation of the Executive Director.
- The Council's job is to approve policies for financial governance and overseeing the execution of legislated responsibilities and internal programs of AAFMP. It is the Executive Director's job to execute and monitor day-to-day activities to fulfill the strategic plan.

Management – The Role of the Executive Director

The Council delegates authority and responsibilities to the Executive Director. The Executive Director will prepare draft policy documents, manage staff and committees, draft budgets and manage the day to day operations of AAFMP.

Strategic Initiatives

