



KAMLOOPS NATURALIST CLUB

STRATEGIC PLAN 2023-2028

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Background

The previous Strategic Plan for the Kamloops Naturalist Club (KNC) expires in 2023, thus a process was begun to engage the club in the developing a new plan to span 2023-2028. To this end, a survey was circulated to solicit member opinions about the club and its future. The survey results were used, in part, to develop the new plan. The process of developing the new plan benefitted from consultation with BC Nature and from consulting Nature Canada's recent Strategic Plan.

The new KNC Strategic Plan was developed during a one-day workshop with input from current and past members of the KNC and its executive including: Nancy Flood, Julie Schooling, Joy Gothard, Chelsea Enslow, Gary Hunt, Diane McKelvey, Jesse Ritcey, and Jean Crowe. Tom Dickinson facilitated the workshop.

Core Values

The Kamloops Naturalist Club (KNC) was formed in 1972 and is made up of a diverse assemblage of members who are united by their individual interests of knowing how the natural world works and by their joint desire to ensure that all nature remains healthy into the future.

At its core, KNC values all nature as having intrinsic worth and feels that it is every community's responsibility to protect the natural world. This perspective resonates with the indigenous Secwepemc concept of k'wselktnews—that we are intimately connected to each other and all things. From this, the Club sees as its key purposes to both understand and appreciate all aspects of the natural world as well as to promote wise and sustainable stewardship of its resources.

Vision Statement

KNC's vision is to be part of a thriving natural world in which the club's conservation efforts are supported by an engaged community of like-minded individuals.

In support of its core values and vision, KNC endeavors to engage members—and non-members--through monthly programs about nature to increase their knowledge and through local field trips, during which members share their understanding of the natural world. The club also develops initiatives to help the next generation appreciate nature. The KNC actively participates in planning processes through which it can inform the public and decision-makers about the value of nature.

Mission Statement

To Know Nature and Keep It Worth Knowing

Strategic Analysis.

A key element of the strategic planning process was an analysis of KNC's existing strengths, the possible opportunities it has to address its vision, how it aspires to improve upon current conditions, and what might be outcomes that measure its success. These components comprise what is often referred to as a SOAR analysis.

Strengths (of the KNC currently)

1. The expert knowledge of its members is one of the greatest strengths of KNC. The club's membership includes both professionals and highly skilled amateurs who are willing to share with others their wide knowledge and extensive experience. Moreover, club members are strongly motivated to use their abilities to understand the natural world by participating in community science projects.
2. Another organizational strength is that KNC is made up of respected members of the community, recognized for their experience and knowledge. The respect for the club is evidenced by it being regularly invited to participate in government planning and referral processes. The club's involvement in these processes has also allowed KNC to forge partnerships with many NGO's and post-secondary institutions in pursuit of common goals.
3. KNC's physical location is one of club's greatest assets. Kamloops has on its doorstep one of the most biologically diverse regions of Canada. This diversity provides wonderful opportunities to learn about the natural processes that shape the region. However, this natural diversity is threatened by many factors and thus creates some of the greatest challenges for its conservation.
4. Especially over its recent history, KNC has had success in fund-raising and currently is in good financial health. Many factors influence this success. Of paramount importance is the fact that the club's values match those of an increasing number of funding organizations. In addition, the club has developed an expertise in proposing projects that align with the priorities of funders and those funds that have been received have been managed carefully and the funders' expectations have been met.

Opportunities (to advance the KNC's vision)

1. Environmental concerns are increasing and have a growing relevance to the public who are increasingly receptive to creating change. As a result, the value of nature and natural processes is becoming more widely acknowledged and the expertise held by KNC members is becoming more greatly valued. This is creating more frequent opportunities to work with partners who share KNC's values and vision. This is particularly true as it pertains to schools and various Indigenous groups.

2. The City of Kamloops and the Thompson-Nicola region in general is growing, and with that growth comes an increasing number of potential conflicts between nature and development. Because we are a respected voice that is included in discussions, we can advocate for positive change from nature's perspective.
3. Because of the expertise and knowledge present held by KNC's members, and our inclusion in conservation efforts, we can play an important role in the maintenance of natural areas and the restoration of disturbed places back to a more natural condition.
4. Youth are especially concerned about the environment and are willing to advocate for change. This has generated a clear opportunity to mentor young advocates. But mentorship can be a 2-way street and because today's youth are particularly savvy about social media, there is an opportunity for KNC's vision to reach a broader audience.

Aspirations (to improve upon KNC's. current position)

1. Maintaining and enhancing the experience members have (through field trips, workshops, etc.) is an important objective for KNC, because a diverse and engaged membership is needed to insure the club's participation in conservation initiatives. (Even if membership numbers are high, member "burnout" will be a problem if too few individuals actively participate in club initiatives.)
2. Creating new partnerships with like-minded groups, especially Indigenous people and development planners, will increase the club's effectiveness in conservation efforts.
3. Increasing the effectiveness of the club's conservation activities by targeting outreach efforts to educate influential people/positions and youth will also increase our reach and impact.

Results (measurable indications of success)

1. An increased diversity of club membership (most obviously in age, but in other dimensions as well) and an increased number of members at meetings, field trips, and in conservation activities
2. An increased willingness of members to fill positions on club committees and become part of club executive
3. More frequent invitations to participate in and provide expert opinion on issues of local conservation concern (such as development proposals)
4. A heightened profile for the club in the community, as evidenced by an increased number of guests at meetings and greater media coverage of activities

Challenges

This strategic analysis also pointed out challenges that the club faces as it approaches the future, many of which were addressed above as aspirations to a future condition. These included: an ageing membership; more stable long-term funding; volunteer exhaustion; board/executive succession; meeting engagement; an uncertain local political climate.

Goals

The strategic analysis led to the development of goals for the immediate and more distant future.

Immediate Objectives

Over the next 1-2 years the club's key objectives include:

1. To maintain and enhance the vitality of the local natural environment (through project work):
 - a. Continue work on the Tranquille viewing platform;
 - b. Engage with partners on Lac du Bois grassland priority research;
 - c. Draw attention to endangered painted turtles and threats to the habitat and other species in Pineview Valley (as a result of construction of Pineview Valley Elementary School);
 - d. Seek designation of Kamloops as a Bird Friendly City.
 - e. Seek designation of Kamloops as a Bat Friendly City
 - f. Move the Municipal Protected Areas Program (MPAP) forward in the city.
2. To build capacity – members, board, succession planning, active recruiting:
 - a. Recruit a President-elect for the next two years;
 - b. Restructure monthly meetings with financial reporting being brief and/or available online;
 - c. Develop an orientation session for new board members;
 - d. Resume in-person board meetings;
 - e. Respond to issues identified in the KNC member survey.
 - f. Being more proactive with respect to welcoming new members at meetings
3. To inspire and educate KNC and the community:
 - a. Report on the progress being made on the Tranquille Viewing platform;
 - b. Make public the KNC's report on the Highland Park Trail project ;
 - c. Conduct a city-wide Turtle Day (Diane);
 - d. Participate in four other events: Farmer's Market; Trails Day etc.
4. To forge connections with government and industry: CoK, TteS, industry
 - a. Organize 3 meetings with local First Nations to forge possible collaborations;
 - b. Two face-to-face meetings with city staff;

- c. Meet with Industry re: development priorities (Homebuilders?);
- d. Develop an inventory of club expertise.

Long-term (3-5 yr) Goals

Over the next 3-5 years the club’s goals include the following:

1. Enhance KNC’s already our positive reputation.
 - a. Engage a social media coordinator for regular updates and feeds (“Did You Know”)
 - b. Add “Science Snippets” as a regular addition to the website (Nancy).
2. Develop regular media releases.
 - a. Schedule media releases to coincide with completion of grants/activities.
3. Attend Public events.
 - a. Schedule presence at relevant public events by executive and/or Program Mgr.
4. Enhance a CoK presence.
 - a. Schedule presence at relevant CoK Council meetings by club executive/Program Mgr.
5. Develop a succession plan for Program Manager.

Timeline (for current year)

Activity	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Responsible
Initiatives														
Bird Friendly City														Gary
Lac du Bois														Jesse
Pineview Development														Nancy, Jesse, Diane and other KNC members
Science Snippets														Nancy

Club Organization														
Board Succession Plan														All
Brd Training Pkg														Jean/Nancy
Response to survey														Diane
Conservation Projects														
Tranquille Platform														Jesse/Julie
Highland Trail														Joy
Turtle Days														Diane
Partnerships														
First Nations														Chelsea/Jesse
City Council														Nancy/Diane
Can. Home Builders														Diane
BC Nature Camp														All