



Strategic Plan 2020-2023

This strategic plan was developed by a strategic planning committee comprised of members who represented a wide range of regions and roles across 4-H British Columbia. This plan builds on the focus areas identified in the 2017-2020 strategic planning and accounts for new challenges faced by the organization in 2020. The draft was presented to Provincial Council for approval in September 2020.

Our Mission

4-H British Columbia builds awareness of agriculture, inspiring educating and supporting youth to reach their full potential.

Our Vision

Empowered and skilled young people committed to making positive change in their communities.

A Path to Success

This strategic plan is intended to serve as a living document, a working guide to help align the efforts of staff, volunteers, partners and members towards shared success. The following summary of priorities and objectives present a high-level overview of the major components of the plan.



Learn To Do By Doing

Objectives

Build Organizational Capacity

- Build leadership capacity for regional and district councils
- Strengthen and support leaders at the club level
- Professionalize human resources management
- Increase governance capacity

Enhance Opportunities for Members

- Enhance projects for members
- Enhance and maintain online enrolment

Profile and Strengthen Relationships

- Strengthen marketing and external communications
- Improve effectiveness of internal communications
- Implement targeted membership and volunteer recruitment efforts
- Assess potential for partnering with organizations with shared interests

Secure Sustainable Resources

- Implement an integrated fund development and partnership strategy, in partnership with 4-H BC Foundation
- Refine, implement and communicate our Government Relations program

Acknowledgements

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- Gordon Bryant, President, 4-H BC Foundation
- Heather Serafini, Provincial Council Past-President
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- Hannah B., Youth Advisory Committee Member
- Tanya Molle, Leader at Large, 4-H British Columbia Provincial Council
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