



OAAS VISIONING WORKSHOP

OAAS
Board of Directors
October 24, 2009



THE RESOLUTION (passed at OAAS AGM – Feb. 20, 2009)


- That the O.A.A.S. Board of Directors hold a visioning session with a proper facilitator to help develop a strategic plan for the future of the O.A.A.S. Specifically, to address the new Executive structure with the intent of hiring a full-time Executive Director and/or adding an additional "Director-at-Large" to assist with funding and other duties defined during the visioning session. The results of this visioning session to be reported to the O.A.A.S. Annual General Meeting in February 2010.



THE FACILITATOR


Ronald S. Purcell M.B.A. - Roncell Marketing

- Advertised in OAAS Gazette, on website, by email to all Agricultural Societies
- Contract made with Mr. Purcell by OAAS Executive after review and consideration of all applicants




THE FOCUS QUESTION

"How should OAAS structure itself to be increasingly relevant to its members, and the customers and communities they serve, in a rapidly changing world?"




THE PROCESS

- Pre-workshop confidential survey (developed by Facilitator) – completed by 85% of participants
- At workshop
 - Reviewed survey output in small groups and identified additional items for consideration
 - Individually, participants identified their top 3 items of greatest impact on OAAS




THE PROCESS (cont'd.)

- At Workshop
 - Discussed workload in terms of:
 - Current draft Strategic Plan
 - Survey suggestions for workload reductions
 - New work
 - Discussed possible action plan




THE PROCESS (cont'd.)

- OUR CHANGING WORLD (the Future)
 - Increased government regulations
 - Difficulty recruiting volunteers
 - Changing demographics
 - Continuously changing Board of Directors
 - Increasing costs of meetings/Convention




THE PROCESS (cont'd.)

- OUR BARRIERS
 - Communication to Fairs
 - Challenge to attract 20-30 year olds
 - Communication with Fairs
 - Getting Board to accept change
 - Need business plan for sponsorship




THE PROCESS (cont'd.)

- NEW WORK
 - Help make Fairs successful
 - Rebrand OAAS to improve marketability
 - Revamp Convention




THE PROCESS (cont'd.)

- HOW DO WE MAKE IT HAPPEN?
 - Make better use of technology
 - Webcast Convention
 - Make better use of website
 - Have manager to make it all happen
 - Professional OAAS marketing plan
 - OAAS co-ordinator role "point person for communication"



THE PROCESS (cont'd.)

- HOW DO WE MAKE IT HAPPEN? (cont'd).
 - Use and refine ongoing Strategic Plan
 - Address inconsistency of availability/use of technology throughout OAAS
 - Develop CD's of Convention seminars
 - Use Members Only section of OAAS website
 - Have 2 or 3 Conventions/AGMs for accessibility



ACTION PLAN

- Hire out work (rather than hiring OAAS staff)
- Enhance Secretary role to "co-ordinator"
- Make Committees more effective
- Prioritize the workload and the funds
- Renew Strategic Plan to focus more long-range
- Share the visioning workshop experience

