



BC
Agriculture
in the Classroom
Foundation
bcaitc.ca

STRATEGIC PLAN 2020-2023





20
20

21

22

20
23

CONTENTS

Strategic Plan Development	5
Vision, Mission, and Purpose	6
Core Values	7
President's Message	8
Executive Director's Message	9
Key Focus Area 1: Programs & Learning Resources	11
Key Focus Area 2: Financial & Organizational Stability	12
Key Focus Area 3: Communications & Collaborations	13
Acknowledgements	14



A CATALYST FOR AGRICULTURE LEARNING

BC Agriculture in the Classroom Foundation (BCAITC) is a non-profit, charitable organization that works with educators to bring local agriculture to BC's students. Together with farmers, teachers, and agriculture specialists, we teach K-12 students about the story of our food and farming in British Columbia.

2020-2023 STRATEGIC PLAN DEVELOPMENT

The creation of this 2020-2023 Strategic Plan has provided BCAITC stakeholders with an opportunity to engage in a meaningful way and by providing feedback on the future direction of the organization. The consultation process included independently facilitated stakeholder surveys and feedback sessions in addition to board and staff workshops and meetings.

The Strategic Plan has been designed to provide an overall direction for BCAITC and guidance on prioritization of three overarching focus areas for continued success of the organization into the future.



VISION

Inspiring students to actively engage with BC agriculture and food systems.

MISSION

Working to bring BC agriculture and food education to students throughout the province.

PURPOSE

- To promote the value of agriculture, sustainable food systems and the protection of BC's agriculture resource base to our educators, students, and society
- To provide educators and students with quality educational resources, programs, and other agricultural information that highlight agriculture as an important part of our economy, health, and way of life
- To enable students to make informed decisions about food choices, food safety, and the importance of local supplies of food and other agricultural products
- To partner with the education, agriculture, health, and business communities to develop, implement, and evaluate quality initiatives
- To build the relationship between BCAITC and its stakeholders to accomplish the purpose of the Foundation
- To promote careers in agriculture as a viable and desirable career choice

CORE VALUES

- **Passion:** For agriculture, food, and education
- **Excellence:** Focusing on a growth mindset to foster innovation and learning
- **Leadership:** Taking initiative to create partnerships to tell the complex story of food and farming
- **Sustainability:** Creating sustainable programs that promote enduring food systems
- **Inclusivity:** Celebrating and encompassing the diverse histories and current realities of BC agriculture
- **Authenticity:** Genuine and trustworthy representation of agriculture and food
- **People:** Our success is rooted in our staff, directors, farmers, industry partners, and educators





MESSAGE FROM THE PRESIDENT



This Strategic Plan maps BCAITC’s course for the next 3 years as we chart our way through unprecedented times. The plan will help us provide enhanced, expanded, and strengthened programs and resources that will enable educators in all areas of British Columbia to teach students about our province’s amazing agriculture and food story.

With this plan, students will have valuable opportunities to learn about growing foods and enjoy the benefits of eating fresh, locally grown foods - reinforcing the role of agriculture in their lives. Now, more than ever, it is important that students make valuable connections between farming, food security, the environment, and healthy eating habits that will last a lifetime.

Thank you to our staff and Board of Directors who worked together with our Executive Director, Pat Tonn, to shape our collective thoughts into this plan. Also, special thanks to the stakeholders who contributed insightful feedback.

We look forward to continuing our education journey together!

Melanie Lantz | President

MESSAGE FROM THE EXECUTIVE DIRECTOR



Since 1982, BCAITC has worked with educators to bring local agriculture to BC’s students. The organization has grown by leaps and bounds and now reaches over half a million students annually. Building on our successful history, this Strategic Plan will guide the Foundation into the future as it reaches its 40th anniversary in 2022.

The 2020-2023 Strategic Plan sets forth the Foundation’s mission, vision, and core values and identifies 3 key priorities for the organization in the coming years:

1. Programs and Learning Resources
2. Financial and Organizational Sustainability
3. Communications and Collaborations

This Strategic Plan, combined with annual operational plans, will help grow our agriculture and food education footprint in the province.

Thank you for your support of BCAITC as we continue to fulfill our important role in BC’s educational community.

Pat Tonn | Executive Director



KEY FOCUS AREA 1: PROGRAMS AND LEARNING RESOURCES

Objectives:

1. Continue to increase the use of programs and learning resources among educators and students across the province
2. Increase focus on delivering programs and learning resources into secondary schools across the province
3. Continue to expand agriculture and food awareness among educators by providing Professional Development (PD) opportunities
4. Enable more direct interactions between students and agriculture by developing a network of experts and farm tour destinations (both virtual and in-person)

KEY FOCUS AREA 2: FINANCIAL AND ORGANIZATIONAL SUSTAINABILITY

Objectives:

1. Ensure that BCAITC has the resources to achieve growth in the delivery of programs and learning resources
2. Support the staff team to achieve their full potential through growth and development opportunities
3. Enhance organizational sustainability and operational excellence through efficient internal systems, procedures, and the use of technology
4. Reflect the diversity of BC in our stakeholder involvement and in our Board of Directors
5. Ensure sound governance of the organization and continually improve Board effectiveness

KEY FOCUS AREA 3: COMMUNICATIONS AND COLLABORATIONS

Objectives:

1. Position BCAITC as the “go to” source for credible agriculture and food learning resources for BC K to Grade 12 educators
2. Implement communication strategies to enhance the image of BCAITC among partners and stakeholders across BC
3. Leverage partnerships and collaborations to enhance program offerings and program reach
4. Actively participate in Agriculture in the Classroom Canada (AITC-C) to share best practices and access resources from the network across Canada

ACKNOWLEDGEMENTS

Thank you to the following contributors to the strategic planning process.

Board of Directors: Kurt Bausenhaus | Amy Chow | David Comrie | Julie Dickson Olmstead | Donna Jack | Michelle Johnsrude | Melanie Lantz | Katie Lowe | Sydney Massey | John Munro | Marc Schutzbank

Executive Director: Pat Tonn **Staff:** Sabrina Bhojani | Jessica Birchall | Paul Boudreau | Glenda Johnston | Meghan McCrea

Stakeholders: Thank you to the dozens of educational and industry agricultural stakeholders who contributed project feedback.

Professional Support: Strategic planning consultation was provided by Rob Hannam of Synthesis Agrifood Network.



JOIN US ON OUR EDUCATIONAL JOURNEY



BC AGRICULTURE IN THE CLASSROOM FOUNDATION

1767 Angus Campbell Road, Abbotsford, BC V3G 2M3

1.866.517.6225 | info@aitc.ca | www.bcaitc.ca

Contact: Pat Tonn, Executive Director

