

Young Environmental Professionals

National Capital Region

2010 Strategic Plan

●●● young
environmental professionals

Background

The Young Environment Professionals (YEP) of Canada began in 1998, and since then, the number of chapters, members and local activities have grown successfully. YEP chapters in Vancouver, Calgary, Edmonton, Toronto and the National Capital Region have delivered over 100 speaker events to over 2000 members and participants. In addition, chapters have also provided special initiatives that have included professional development workshops, conference opportunities, networking sessions and mentoring.

This positive momentum is the result of hard working chapter volunteers and active members, alongside a shared commitment to providing professionals with opportunities related to the environment and sustainable development.

Young Environmental Professionals of the National Capital Region (YEP NCR) was launched in January 2001. YEP NCR is the chapter for YEP members in the Ottawa-Gatineau area. The NCR chapter is a registered, mission-focused, not-for-profit that holds regular speaker-related events to accommodate a growing local membership of approximately 600 members young environmental and sustainable development professionals.

Our Mission

YEP NCR will deliver events and others services that focus on education, engagement and employment within the context of the environment and sustainable development,

- **Education** is offered through informal learning opportunities such as the YEP web site, and YEP workshops and speaker sessions, as well as special events at Globe, Energy and Environment Conference (EECO) and Americana conferences, as well as special seminars such as those with the Commissioner of the Environment and Sustainable Development
- **Engagement** is provided through mentoring and support at YEP monthly events, and by facilitating member participation in community activities and projects.
- **Employment** is supported through distribution of job postings and by bringing potential employers and employees together at monthly events...



YEP NCR is building and sustaining a strong base of local members, partners and volunteers, while providing leadership within YEP's national network of chapters.

Our Leadership

All members of the leadership group are volunteers, and they contribute to the efficient operation of YEP NCR and the national network of YEP chapters.

In order to provide members with quality events and services throughout the year, YEP NCR recruits a core group of member volunteers that dedicate their time to the success of the chapter. There are two volunteer bodies that guide the management of YEP NCR: for all strategic matters a board of directors holds responsibility; and, for day-to-day operations, the chapter has a management team.

YEP NCR has a Board of Directors that sets the strategic priorities and develops partnerships.

Chair: David Morley, UK Chevening Fellow/ Carolyn Pharand, Environment Canada

Director: Neil Maxwell, Assistant Auditor General, Office of the Auditor General of Canada

Director: Johanne G  linas, Partner, Deloitte

Director: Melissa Creede, Sapis Insight Founder

Director (President): Carolyn Pharand, Office of the Auditor General of Canada/ Leilla Czunyi, Lighting Specialist, Turkil Ltd and Proprietor, Floe Image and Design

Director (Vice President): Teresa Hanna, Live Architecture/ Vacant

Director (Treasurer): Vacant



Director (Event Coordinator): Joseph Odhiambo, Senior Policy Analyst, Environment Canada
Director (Event Coordinator): Sandy Hanna, Policy Advisor, Transport Canada

The Management Team listed below implements the strategic plan with initiatives that benefit members and partners.

President: Carolyn Pharand/Leilla Czunyi

Treasurer: Carolyn Pharand/Vacant

Vice-President: Vacant

General Communication and Membership Coordinator: Paul Godbold

Website Communication: Alexandra Malone

Event Coordinators: Joseph Odhiambo, Jennifer Regan, Alexandra Malone, Devon Ellis, Sandra Duarte, Paul Godbold, and Sandy Hanna.

Strategic Planning Purpose

The purpose of this Strategic Plan is to confirm the vision and mission for YEP National Capital Region, and establish specific strategic priorities.

The Strategic Plan will guide activities for the calendar years of 2009 and 2010. The Strategic Plan includes a budget for the calendar year 2009, and within the framework of the Strategic Plan, a new budget for calendar year 2010 will be in place by January 2010.

This approach to the strategic planning process will ensure that YEP NCR strategic plans and fiscal years are both based on calendar years. Looking ahead to the calendar year and fiscal year for 2011, the YEP NCR Strategic Plan for 2010 will be in place by January 2010 and annually every January thereafter.

All measures in the Strategic Plan, including the purpose outlined above, are approved by the Board of Directors and establish the mandate for implementation of the Strategic Plan by the Management Team.

Our Achievements in 2009

Building on YEP Canada's ten year track record, YEP NCR is delivering results for its members. In 2009 speaker and networking events included respected leaders of our time and special events provided networking opportunities for members. These include:

February: *Donald Lemmen*, Natural Resources Canada

March: *Lilian Hayward*, Indian and Northern Affairs

April: *Mike Nickerson*, The Sustainability Project

May: *Vicki Sharp*, President and CEO of Sustainable Development Technology Canada

May: *Looking Towards Copenhagen: A Discussion on Climate Change with the British High Commissioner to Canada and the Danish Ambassador to Canada*

June: Annual YEP Scavenger Hunt

October: Ian Davidson, Nature Canada

November: Melissa Creede, Sapis Insight

December: Annual Holiday Celebration

In addition to these specific events, YEP NCR accomplished many of its strategic objectives for 2009 including:

- Delivered seven speaker events and two networking events (Annual Holiday Party and Annual Scavenger Hunt) for members in the Ottawa-Gatineau area, of which the networking resulted in \$170 of donations to the Ottawa Mission.
- Distributed information on employment opportunities, conferences and other events to members
- Recruited new leaders to the Management Team
- Regularly maintained the website

The success of 2009 builds on work in Ottawa-Gatineau to deliver other events with respected and reputable leaders such as:

- *Jonathan Westeinde*, Windmill Developments
- *Ian Campbell*, Policy Research Initiatives
- The Honorable *Charles Caccia*, Institute of the Environment
- *Rick Findlay*, Pollution Probe
- *Glen Toner*, Carleton University
- *Scott Findlay*, Institute of the Environment
- *Katherine Sierra*, Vice President, Sustainable Development Network, World Bank
- *Stuart Hickox*, One Change, Project Porch light
- *Maureen O'Neil*, President of the *International Development Research Centre*
- *Karl-Henrik Robèrt*, Founder, The Natural Step
- *Kevin Brady*, Director Five Winds International
- *Johanne Gélinas*, former Canada's Commissioner for the Environment and Sustainable Development
- *Elizabeth May*, Leader of the Green Party of Canada; former Executive Director, Sierra Club of Canada
- *David McGuinty*, former *Chair of the National Roundtable on the Environment and the Economy*
- In addition, YEP NCR hosted a number of speakers at the June 2007 Forum for Emerging Environmental Leaders at EECO, including among others, *Mike Gerbis*, President and CEO, The Delphi Group, The Honorable *John Godfrey*, MP, Don Valley West, and *Peter Love*, Chief Energy Conservation Officer of the Ontario Power Authority

Our Partners

YEP Canada, and YEP National Capital Region, are fortunate to have excellent relationships with reputable public, private and community sponsors such as:

- TD Friends of the Environment
- Delphi Group
- Green Drinks
- Signals
- Institute of the Environment

YEP also secured in-kind contributions from the following local businesses for our holiday celebration and our annual scavenger hunt

- Mountain Equipment Coop - Ottawa
- Bridgehead
- Lush
- Milk
- Sapis Inshight

Our Membership

Approximately every two years (December 2004, June 2006), YEP NCR undertakes a web-based questionnaire to learn more about the interests of its members. Over both years, the responses were consistent: members were more than satisfied with their YEP NCR experience.

A survey will be completed in spring 2010 to assess the educational and professional experience of YEP members, as well as their environmental interests and priorities. The results of the survey will inform future strategic plans.



Looking to our Future: New Opportunities for 2010

YEP NCR will build on its successes in an effort to provide members with positive professional development experiences. 2009/10 is an opportunity for YEP NCR to continue the activities that benefit our members and partners.

YEP NCR's goals for 2010 focus on four key areas

1. *Building* strong leadership, chapter organization and management;
2. *Enhancing* member communication, participation and satisfaction;
3. *Developing* a community of young environmental professionals interested in environment and sustainable development issues by offering monthly events and exploring new opportunities; and
4. *Building partnerships* between members, established professionals, industry and environment and sustainable development organizations.

| Outcomes | 2009 achievements | 2010 activities | Responsibility | Timeline |
|---|--|---|---|----------------------|
| Goal 1: Build strong leadership, chapter organization and management | | | | |
| Renewed leadership of Board and Management Team | <ul style="list-style-type: none"> Recruited 3 management volunteers Assigned volunteers to leadership roles for June 2010 | <ul style="list-style-type: none"> Need to identify volunteers for the Treasurer and Vice President positions Initiate succession planning process with call for applications for positions and note to membership Consider connecting with universities to recruit volunteers | Dave, Carolyn and Leilla and Board of Directors | June 2010 |
| Updated membership contact information | <ul style="list-style-type: none"> Created a list of members with invalid contact information | <ul style="list-style-type: none"> Maintain membership database | Membership Coordinator | ongoing |
| Create communications templates | <ul style="list-style-type: none"> Created templates for information required to prepare event posters Created a template for thank you letters for speakers Applying "similar look and feel" to all YEP NCR communications | <ul style="list-style-type: none"> Maintain a list of all locations available for events Create a poster template in Microsoft word or publisher | Leilla and Communications Coordinator | December 2010 |
| Discuss the future of YEP NCR and opportunities to better target current and future members | <ul style="list-style-type: none"> YEP survey of members planned for 2009 | <ul style="list-style-type: none"> Assess the membership profile, needs, interests, and how YEP is fulfilling this demand, including the branding and naming of the organization. Discuss the strengths, weaknesses, opportunities, and threats to YEP NCR presently and in the future. | Dave, Carolyn and Board of Directors | Spring and fall 2010 |
| Goal 2: Enhance member communication, participation and satisfaction | | | | |
| Distribute job postings | <ul style="list-style-type: none"> Jobs postings distributed to members by e-mail and internet | <ul style="list-style-type: none"> Distribute information to members | Communications and Website Coordinators | Ongoing |
| Improve bilingualism | <ul style="list-style-type: none"> Hosted a bilingual event Margaret Boyce from the Office of Greening Government Operations, PWGSC | <ul style="list-style-type: none"> Host one bilingual event Incorporate French into the YEP NCR website | Event and website Coordinators and Carolyn | Ongoing |

| | | | | |
|---|--|---|---|---------------|
| | <ul style="list-style-type: none"> Bilingual poster sent to members for the High Commissioner event in May 2009 | | | |
| Complete web-based member survey | <ul style="list-style-type: none"> Survey is currently being developed and will be sent out to members in 2009 | <ul style="list-style-type: none"> Report on survey results, integrate findings in to the Strategic plan and update website. | Carolyn, Communications and Website Coordinator | June 2010 |
| Goal 3: Develop a community of young environmental professionals interested in environment and sustainable development issues by offering monthly events and exploring new opportunities | | | | |
| Deliver events | <ul style="list-style-type: none"> 9 events offered to members between September 2008 and June 2009 Partnership events with Signals, IPAC and CIC | <ul style="list-style-type: none"> Eight to ten events, with at least two in partnership with other local organizations Consider having participants drop their business cards in a pot at each of the events to update the membership and friends' database. | Management Team | December 2008 |
| Green event or community project to show YEP in action | <ul style="list-style-type: none"> YEP Holiday celebration showcased local wines and food was predominantly local | <ul style="list-style-type: none"> Consider greening in all event decisions. YEP NCR participates in a community event. | Management Team | Ongoing |
| Design and deliver a forum for Young Professionals at Globe 2010 | | <ul style="list-style-type: none"> Design and deliver a forum for young professionals interested in environment and sustainable development in partnership with other YEP chapters. | Dave, Carolyn, Melissa | March 2010 |
| Explore mentoring program | <ul style="list-style-type: none"> Unable to explore in 2009 | <ul style="list-style-type: none"> Unable to explore in 2010 due to resources but members are very interested in such a program | | |
| Goal 4: Build partnerships | | | | |
| Explore funding opportunities | <ul style="list-style-type: none"> Unable to explore in 2009 | <ul style="list-style-type: none"> Prepare strategic documents and approach potential partners, such as sponsors of EECO Explore funding for the Globe forum and for YEP NCR general administration Explore opportunities to open new YEP chapters | Dave, Carolyn, and Board of Directors | Winter 2010 |
| Explore funding opportunities for the annual Holiday Celebration in 2010 | <ul style="list-style-type: none"> Event sponsored by Fulbright Foundation for Educational Exchange (\$500), Delphi (\$200) and Healthiest Homes (\$150) for a total of \$850. Local businesses offered door prizes for the event. | <ul style="list-style-type: none"> Approach potential partners and sponsors for the event | Management Team | December 2010 |

**Financials – Expected and Actual
January to December 2009**

| | Expected Expenses/Revenue | Actual | Comments |
|-------------------------------------|------------------------------|--------------------|---|
| Revenue | | | |
| Bank Balance | \$9,291.82 | \$9291.82 | |
| Memberships | \$750.00 | \$715.00 | Combined with the entry fees |
| Event entry fees | \$150.00 | See above | See above |
| Fundraising | \$800.00 | \$6,500 | Economic situation, volunteers felt uneasy asking for money for our organization when there were others that needed it more. TD Bank Contribution to the YEP Forum and other YEP activities. |
| Contribution for cost-shared event | \$1500.00 | \$0 | None |
| YEP NCR portion of national funding | \$2,000.00 | \$0 | No chapter was started in Waterloo, no mentorship program due to volunteer capacity |
| Total revenue | \$5200.00 | \$7215.00 | |
| Expenses | | | |
| Speaker events | \$465.00 | \$823.32 | |
| Scavenger Hunt | \$250.00 | \$256.05 | |
| Holiday Party | \$1200.00 | \$781.44 | No sponsorship and Green Drinks was unable to participate. |
| Mentorship program | \$500.00 | \$0 | Was not started |
| Website hosting | \$460.00 | \$345.95 | |
| Membership survey | \$100.00 | \$0 | Will be carried over to 2010 |
| Board Meetings | \$150.00 | \$0 | Board dinner was covered by Delphi |
| Management Meetings | \$150.00 | \$147.88 | |
| Volunteer Thank-you | \$200.00 | \$202.28 | |
| Bank fees | \$0 | \$72.42 | Bank balance dropped below \$8000 therefore monthly fees apply |
| Other requirements | \$100.00 | \$217.88 | Admin, member bounced check and D. Morley expenses |
| New Chapter in Waterloo | \$500.00 | \$0 | Not established |
| Checks | \$60.00 | \$69.38 | |
| Contingency | \$500.00 | | |
| Total expenses | \$4,635.00 | \$2916.60 | |
| Balance | \$9,856.82 | \$13,590.22 | |

**YEP NCR Budget
January 2010-December 2010**

| | Expected Expenses/Revenue | Comments |
|-----------------------|--------------------------------------|---|
| Revenue | | |
| Bank Balance | \$13,590.22 | As of January 1, 2010 |
| Memberships | \$750.00 | 25 memberships at \$30 each |
| Event entry fees | \$150.00 | 3 events at \$5 per non-member with 10 non-members |
| Fundraising | \$0.00 | No financial needed this year. In kind for the Holiday and Scavenger Hunt. |
| Total revenue | \$900.00 | |
| Speaker events | \$700.00 | 3 library events at \$70 each = \$210 3 events with food at the pub at \$125 each = \$375 |
| Scavenger Hunt | \$275.00 | Food for the event and other miscellaneous items (e.g. photocopies, prizes) |
| Holiday Party | \$900.00 | |
| Website hosting | \$460.00 | Monthly fee + annual admin |
| Membership survey | \$100.00 | \$22.54/month for 4 months \$90.16 |
| Board Meetings | \$150.00 | One board meeting dinner |
| Management Meetings | \$100.00 | 4 meetings at \$25 each |
| Volunteer Thank-you | \$200.00 | |
| Bank fees | \$150.00 | |
| Other requirements | \$200.00 | Name tags, pens, industry Canada requirements, etc. |
| New Chapter | \$500.00 | |
| Contingency | \$500.00 | |
| Total expenses | \$4,235.40 | |
| Balance | \$9,354.60 | |

Note: YEP NCR is holding \$700 in trust for YEP Toronto.