

British Columbia Herdshare Association

2014 Community Project Plan

Background:

The idea of this community survey is to provide the steering committee with the information it needs to develop the mission, goals, and services which the non-profit organization will provide.

- The BCHA must have a “grass-roots” mandate. The BCHA can only represent the herdshare community if has a clear mandate from this community to do so.
- In order for the BCHA to best serve and support our community, the needs of the community must first be identified.

The mission, goals, and services of the organization will therefore be based on feedback received from the herdshare community – agisters and shareholders – across the province.

It is also important to hear from agisters as to what specific challenges they have and hence how BCHA could help them with these.

Process:

The steps of the process are:

1. Create the data collection instruments
2. Gather data via survey instruments.
3. Summarize data
4. Based on data, develop the strategic plan (goals, mission statement, vision statement, service plan, etc.).
5. From the strategic plan, derive the corporate structure, incorporation documents, and other tools and plans necessary to carry out the mission.

Data Collection

Two data collection instruments have been developed: a **survey for the general community of shareholders and farmers**, and a **specific interview for agisters/farmers**. In the case of farmers, careful note will be taken of what challenges and obstacles herdshare farmers face, and thus what special services BCHA could provide to help them.

The process for the community survey is:

1. Develop a questionnaire

2. Steering committee gives final approval to the survey instrument
3. Build an online version using Limesurvey
4. Integrate it with the website and launch the website
5. Distribute paper copies which can be mailed –in,
6. Gather data in a spreadsheet
7. Receive paper submissions and type them in.
8. Examine data for themes.
9. Write summary.

The questionnaire will be publicized to the herdshare community in specific ways: Agisters will be in control of who obtains the questionnaire. An effort will be made to locate agisters, who will then be asked if they will distribute a link to the survey to their shareholders and will also be asked if they themselves are willing to be interviewed.

The process for the farmer interview is:

1. Develop an interview protocol (format)
2. Steering committee gives final approval to the interview protocol
3. Volunteers interview farmers
4. Compile information from interviews.
5. Write summary.

Information Use

The information gathered will be used in developing the mission, goals, and service plan of the organization. It will also be summarized into report form (with all identifying information removed) and made available to respondents, such that those who responded to the survey can see how their responses were used and how others responded as well. This also helps provide transparency to the community about the process by which we are handling their feedback and making decisions.

STEERING COMMITTEE APPROVAL:

This document was formally approved by the BCHA Steering Committee on March 13, 2014
