



# Strategic Plan

2023 – 2026

---

## About AISC

The Alberta Invasive Species Council (AISC) is a not-for-profit society dedicated to informing and educating Albertans about the destructive impacts invasive species have on our environment, economy, and society. The AISC endeavors to foster partnerships with jurisdictions, agencies, and groups to develop integrated collaboration, long-term management programs, and to engage and empower Albertans to act against invasive species in Alberta.

The Alberta Invasive Plant Council was formed in 2004 and incorporated in 2006 to address the lack of coordination and understanding associated with invasive plants within the province of Alberta. In 2013, the name was changed to the Alberta Invasive Species Council and the scope expanded to include all taxa.

## Organizational Overview

The AISC maintains a governing board that is made up of members representing industry, all levels of government, non-governmental organizations, academia, and individuals. Council members are knowledgeable about invasive species or their management. The diversity of backgrounds of board members continues to strengthen the AISC as an organization providing strategic guidance to staff who implement programs to raise awareness of invasive species and protect Alberta from the harmful impacts they cause.

## Core Service Areas

The AISC provides resources and services to invasive species practitioners and the general public on invasive species across all taxa. These resources include:

- over 150 invasive species fact sheets,
- invasive species photo galleries,
- the free Early Detection and Distribution Mapping System (EDDMapS) invasive species reporting app and website,
- the professional version of the EDDMapS invasive species reporting app and the Invasive Species Management Track (ISMTrack) herbicide applicator record app designed for invasive species practitioners for use in their operational programming,
- publically available distribution maps for invasive species across Alberta,
- coordination of the Alberta Certified Weed Free Forage program,
- an aquarium and pond retailer recognition program for promoting the 'Don't Let it Loose' messaging
- promotion of outreach campaigns such as 'Squeal on Pigs!', PlayCleanGo, Grow Me Instead, etc.,
- releases of biological control agents for control of invasive plants,
- the Invasive Plants of Alberta Guide,
- quarterly newsletters,
- free online webinars,
- an annual conference showcasing the latest in invasive species programming, research, tools, etc.

## FOUNDATIONAL ELEMENTS

### Vision:

Alberta unified in the prevention and management of invasive species.

### Mission:

To provide leadership on invasive species management.

The AISC achieves this through:

- Providing **education and awareness** to Albertans on the destructive impacts invasive species have on the environment, economy, and society.
- Being a **one-stop, respected source of credible information and resources** on invasive species in Alberta.
- **Fostering partnerships** with other organizations to collaboratively develop integrated and operational, long-term management programs to combat invasive species.
- **Engaging and empowering Albertans** to prevent, detect, and act against invasive species.
- **Coordinating** all jurisdictions in Alberta in invasive species prevention and management.

### Core Values:

The AISC's Core Values help define our conduct and serve as guiding principles for our Council's priorities, goals, objectives, and actions:

<p><b>Accountable</b></p> <ul style="list-style-type: none"> <li>• Maintain transparency to our members and partner organizations.</li> </ul>	<p><b>Innovative</b></p> <ul style="list-style-type: none"> <li>• Approach problem solving and invasive species programming with creative and adaptable solutions.</li> </ul>	<p><b>Integrous</b></p> <ul style="list-style-type: none"> <li>• Instill strong positive ethical values in all aspects of our operations and maintain a respectful and positive work environment for staff and volunteers.</li> </ul>	<p><b>Scientific</b></p> <ul style="list-style-type: none"> <li>• Utilize scientifically based evidence to create resources, inform decisions, strategy, and long-term plans.</li> </ul>	<p><b>Sustainable</b></p> <ul style="list-style-type: none"> <li>• Remain relevant with current and emerging invasive species threats.</li> </ul>
---	---	---	--	---

## STRATEGIC DIRECTION

### Key Focus Areas:



### Core Goals:

**Goal 1:** To maintain sustainability and operational effectiveness.

- Strategy 1:** Identify and increase partnerships to sustain and increase programming
- Strategy 2:** Explore diverse funding areas
- Strategy 3:** Secure stable staffing and human resources
- Strategy 4:** Foster a positive, respectful, inclusive, and safe workplace for staff and volunteers
- Strategy 5:** Coordinate invasive species prevention and management initiatives

**Goal 2:** To excel in coordinating strategic educational outreach efforts.

- Strategy 1:** Expand the scope of our programs
- Strategy 2:** Increase innovative and strategic outreach and education efforts
- Strategy 3:** Develop, maintain, and distribute invasive species-related resources and materials

**Goal 3:** To engage Albertans on invasive species issues.

- Strategy 1:** Identify ways to connect more meaningfully with membership
- Strategy 2:** Focus on behaviour change campaigns and commitments
- Strategy 3:** Enable Albertans to prevent, monitor and control invasive species

**Goal 4:** Increase the AISC's profile and membership numbers.

- Strategy 1:** Expand existing membership
- Strategy 2:** Diversify our promotion/marketing channels to engage more Albertans
- Strategy 3:** Define the AISC's brand as the accurate, sound, trusted source and first point of contact for invasive species education in Alberta
- 

## ACTION PLAN

For each of the AISC's goals and strategies, an action plan has been developed to outline the specific tasks, timelines and resources required to implement the strategic plan.

## MEASUREMENT AND EVALUATION

The AISC is committed to ongoing and continuous evaluation.

### Our Commitment

- Annual review of the strategic plan with measurable targets and indicators.
- Integrate strategic goals and priorities into board meeting discussions and decision-making.

