

Peterborough Field Naturalists

Strategic Planning Engagement Findings

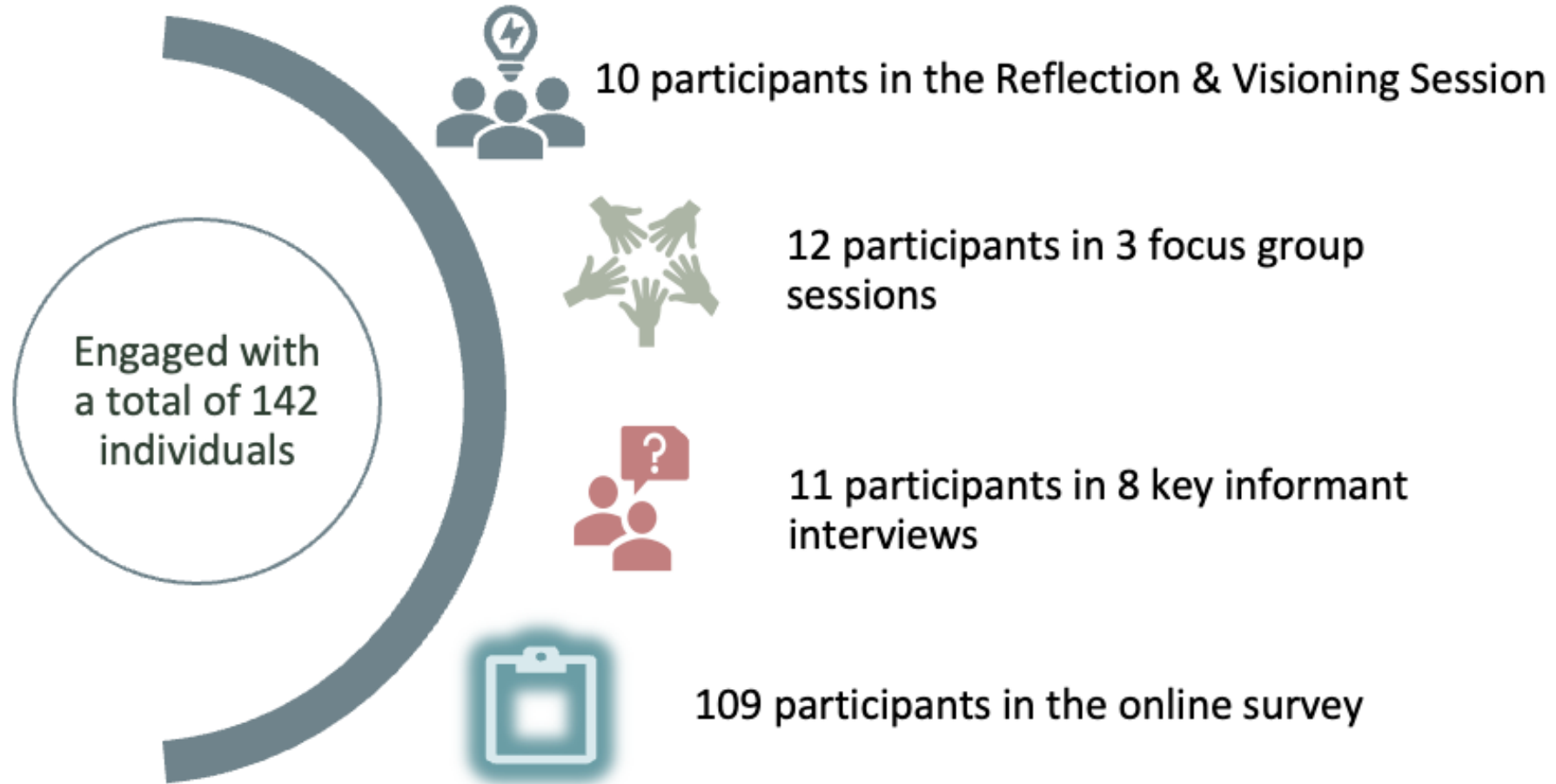
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Summary of Engagement Highlights

Detailed engagement findings are included in the PFN Strategic Planning Engagement Report.

Who did PFN reach out to?



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3 Focus Group Sessions

- Members (2 focus groups, 8 participants)
- Community Partners (1 focus group, 4 participants)

8 Key Informant Interviews

- Colleen Lynch and Don McLeod
- Drew Monkman
- Lynn Smith
- Martin Parker
- Reem Ali
- Anne and Paul Elliott
- Chris Risely
- Anna Lee and Thom Unrau

1 online Community Survey with 109 responses

Of All Survey Respondents:

68% - Current Members (74 responses)

6% - Representative of a Partner Organization (6 responses)

Of Current Members Only:

30% - have been a member for less than 2 years

25% - have been a member for 2 to 5 years

35% - have been a member for more than 5 years

57% - are over the age of 65

17% - are between the age of 55 - 64

Overall:

- Great participation in the different engagement methodologies.
- Alignment between what was brought up in the Board and Strategic Planning Committee Reflection and Visioning session and what we heard from members and community partners.
- Not surprising, there were many suggestions provided about different aspects of the club. Many of these suggestions are operational in nature. For a volunteer-led organization we felt they were important to include.
- **Very positive feedback!!!**
- **Keep doing what you're doing!!**

In all methods of engagement, participants spoke to **similar themes**, the most consistent being:

- Strengths of the Organization
- PFN's Purpose and Mission
- Governance and Operations
- Diversity, Equity, and Inclusion
- PFN Activities, Outings, and Events
- Partnerships
- Stewardship
- Advocacy
- Communications and Knowledge Sharing

Organizational Strengths

- Building Community
- Sharing Knowledge
- Outings
- Monthly Meetings
- The Orchid
- The Junior Program
- Partnerships
- Advocacy work

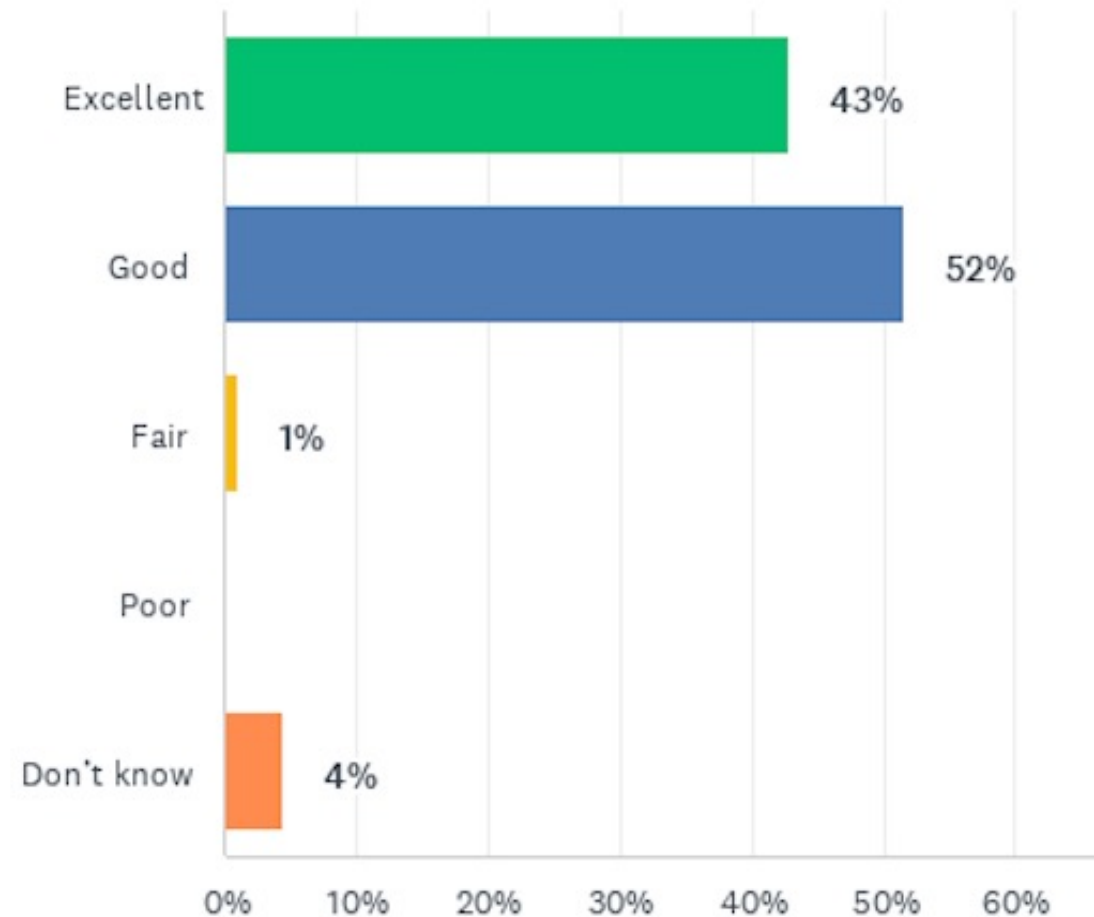
Top 5 words chosen that best describe the strengths of PFN:

1. Educational
2. Informed
3. Welcoming
4. Community
5. Stewards

Organizational Strengths

Overall, There is **deep respect and appreciation** for the work of PFN, its volunteers, and the club's long history in the community.

Exceptional overall impression of PFN!



Purpose and Mission

- Overall, **survey respondents understand what PFN does**. 46% have a strong understanding and 45% understand some of what the organization does.
- In addition, **85% of survey respondents agree that PFN is achieving its purpose as an organization**.
- There is a desire to better understand **who the club serves**. A question that came up is whether the mission of the club is to focus on members and their interests or is it about more broadly serving the community? Having a common understanding of this will impact strategic priorities moving forward.
- There is agreement that PFN should continue to focus on **core functions** such as The Orchid, website and social media, meetings, outings, member relations.
- There is a desire for PFN to better address climate change through education, advocacy, member activities, and/or partnerships.

Governance and Operations

- There is appreciation to the Board for undertaking this strategic planning process and asking members for their input.
- There is great appreciation for the work of all the volunteers. However, there are concerns that the large membership size may present challenges to administration.
 - Concerns were shared about succession of key volunteer roles, including Board roles, and engaging new people to lead outings and other activities. It was noted that **succession planning** should be a priority for the organization.
- There is agreement that PFN should **prioritize understanding member interests and demographics** (i.e., through a regular member survey), as well as reviewing the membership structure and how to incentivize members to become more involved.

Diversity, Equity, and Inclusion

- Based on the survey results, 78% of current members are over the age of 55.
- There is a desire for PFN to be **more intentional about how to create a space that is welcoming to all**, especially youth and newcomers.
- Suggestions related to DEI include:
 - Start with a commitment to work towards **increasing representation. Invite** new Canadians and people of different ages, and social and economic backgrounds to meetings.
 - **Build relationship with Indigenous** partners to better understand treaty relationships, indigenous knowledge, and traditional knowledge.

PFN Activities, Outings, and Events

- PFN events, activities, and outings are a core function of the organization. There is high praise for the **diversity of offerings** and the different ways members can become involved with the club.
- Based on the survey results:
 - 72% of current members have participated in PFN events within the last year.
 - Current members most engage in local field trips (83%), followed by monthly meetings (77%) and the AGM (55%).
 - When asked which types of events PFN should provide more of, 82% of current members would like to see **additional local field trips**.
- Suggestions regarding monthly meetings, outings, workshops and projects were provided.

Partnerships

- There is agreement that **strengthening partnerships** with other organizations should be a key priority for PFN moving forward.
- Current partners note positive experiences working with PFN and that they would like to see these continue to be strengthened and formalized.
- Participants were asked whether PFN should play a larger role in stewardship. There was **overwhelming agreement that it is important** and that PFN should only take on stewardship projects in **partnership with local organizations already doing the work.**

Advocacy

- There **is appreciation** for the advocacy work that PFN has done in the past and a desire that PFN continue with this work moving forward, but to consider volunteer capacity when taking it on.
- Suggestions related to advocacy work include:
 - Establish guidelines / set boundaries over the issues that PFN might engage in and how.
 - Support advocacy efforts of partner organizations on aligned issues.
 - Continue to leverage member support on important community issues, where possible.
 - Celebrate the advocacy work that PFN has been engaged in.

Communications and Knowledge Sharing

- There is high praise for The Orchid, website, and social media presence.
- There is a desire that PFN **continue to celebrate the great work** of its members, its vast knowledge, advocacy efforts, and projects.
- The Orchid
 - 89% (78) of survey respondents stated they have read The Orchid.
 - When asked how often they read the Orchid, 93% of current members state they read every issue.
 - Most access The Orchid via the PDF that is emailed, followed by receiving a hard copy through the mail. Very few access The Orchid directly via the PFN website.
 - For those that receive a hard copy of The Orchid through the mail (23 respondents), 20 (87%) stated they would be willing to pay for the cost of printing and mailing The Orchid on top of their annual membership fee.

Thank You!

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