



**Hurononia Woodland Owners' Association (HWOA),**  
a chapter of the Ontario Woodlot Association (OWA)

**Draft Strategic Plan (v.4)**  
2024 - 2027

<b>OWA Value Proposition</b> 	We are a community of woodlot owners that live, work and play in our forests. Together we restore, manage and advocate for healthy forest ecosystems.
----------------------------------	--

HWOA Strategic Goals	What We Are Going To Do	How We Are Going To Do It	How We Will Measure Success
<b>Ensure Members Get Value from Chapter Membership</b>	Participate in select OWA projects	Node in the OWA Private Lands Silviculture project  Assemble a profile/ information on the "Hurononia Forest" using LIDAR results and other sources  Shift Provincial scholarship program to OWA	Chapter membership on OWA team and active relaunch of local program in 2025. Consider a bus tour to visit the Kawartha site.  Publish a profile by the end of 2026  Continue to manage program after move to new Ontario Model Forest charity and attract donations to grow fund.
	Promote a network of members	Continue Knothole newsletter  Encourage members to buy OWA wooden name tags and introduce new members at all events.  Review website design and explore use of social media (Facebook)  Develop an accessible Chapter membership directory.  Offer periodic social events (e.g. drinks or potluck after White Pine)	4 issues per year. Obtain stats (openings, clicks, etc) from OWA.  Replace sign-in book with a spreadsheet to track attendance at all meetings. Review stats annually.  Review stats on usage  Track useage  1 - 2 annually
	Grow membership	Report on membership status at each Board meeting and implement a communications plan to welcome new members and contact inactive or "past due" members.  Invite provincial/ federal politicians or representatives from other silviculture-related groups to our events.  Increase local media presence  Partner with other local groups (e.g. Couchiching Conservancy, Severn Sound)	Increase in engaged members.  Improved engagement  Several print articles and one event covered by CTV News Barrie
	Diversify membership	Hold "women-only" session to seek suggestions  Incorporate family "programs" into events like the fall field day.  Offer one-year OWA memberships to scholarship applicants	Number of families with children attending.
	Recognize outstanding member contribution	Continue White Pine award but promote more widely and accept self-nominations  Consider long-term membership awards	Target 5 nominations annually
	Engage the larger Board	Prepare Board position descriptions and delegate project responsibilities.	All Board members have some responsibilities beyond Board attendance

Deliver valued Forest Health education	Offer a variety of education opportunities at the Chapter level	<p>Knowledgeable speakers at all major events (Forest Health, etc.). Target, pay and promote (both to members and other groups).</p> <p>Annual field day plus a series of simple hikes or snowshoes</p> <p>Tree, plant and wildlife identification walks</p>	<p>Feedback from attendees</p> <p>Two "simple" hikes annually</p> <p>Annually each spring</p>
	Promote participation in OWA and other chapter events	<p>OWA conference attendance</p> <p>Publicize need for volunteers on OWA committees and Board in Knothole and website.</p> <p>Offer ability to register in webinars sponsored by other chapters</p> <p>Hurononia to invite other chapters to our sessions or webinars</p>	<p>10 - 20 members attending</p> <p>Increased HWOA member participation</p> <p>Stats on Huronia member participation??</p> <p>One webinar annually</p>
Assist members with Forest Management Projects	Increase registration in MFTIP	MFTIP presentation and info on website	Increase from 66% to 80%
	Offer forest harvest training	<p>Local training session going through the major steps from the landowners perspective also addressing reforestation and the impact on trails and wetlands.</p> <p>Participate as a node in the OWA Private Lands Silviculture project</p>	Add 10 local properties under an area manager by end of 2025
	Offer equipment training in Huronia Chapter or with other OWA chapters	Chainsaw and other equipment training to be included in field days	Include in one event per year