



Strategic Plan – Association of Suzuki Elders – 2020-2021

Suzuki Elders Purpose Statement (Approved 16 October 2010 by Suzuki Elder Council)

The Suzuki Elders are a voluntary association of self-identified elders working with and through the David Suzuki Foundation. We bring our voices, experiences and memories to mentor, motivate and support other elders and younger generations in dialogue and action on environmental issues. Suzuki Elders listen, learn, share and act through educating, communicating connecting and non-partisan advocacy.

Suzuki Elders - Strategic Planning Goals

Administration/Oversight

- To provide appropriate and efficient oversight to the administration operations of the Suzuki Elders.

Administration/Membership

- To build and support the growth of Suzuki Elder membership and orient members to the Association

Education and Community Engagement

- Working from an elder perspective, Suzuki Elders provide environmental education and community engagement opportunities for elders and youth

Communication and Connections

- Suzuki Elders communicate their vision, values, and an elder perspective on environmental issues and actions, to specific groups and the general public.

Non-Partisan Advocacy

- Suzuki Elders, working from an elder perspective, undertake non-partisan advocacy on environmental issues.

Overall 2020-2021 Suzuki Elders outcomes for DSF plans: Grow membership by 15%. Provide environmental education and engagement opportunities for elders and youth through publically invited events; communicate elder perspective on environmental issues through regular social media posts; undertake non-partisan advocacy on environmental issues that seem pertinent.

Suzuki Elders Strategic Work Plan: Administration – Oversight, 2020 – 2021

GOAL A. To provide appropriate and efficient oversight to the administrative operations of the Suzuki Elders.

Objectives	Tasks
WHO: Suzuki Elders Council	
<p>1. The Suzuki Elder Council, using the constitution of the Suzuki Elders, will guide administrative activities and procedures of the Suzuki Elders.</p>	<p>1a. Appoint nominations committee at least 60 days prior to AGM. (Article 6.5) 1b. Oversee nominations procedure of the Suzuki Elder Council and the Annual General Meeting. (Articles 6.5 to 6.9) 1c. Choose Council officers following the AGM (Article 6.10) 1d. Develop, approve and oversee implementation of a Suzuki Elders annual strategic and work plan. (Article 7.3) The Suzuki Elder Executive takes responsibility for ensuring regular review of the strategic plan throughout the year. 1e. Prepare, approve, submit and oversee an annual budget for the Suzuki Elders. (Article 10) 1f. Executive Committee provides oversight to Suzuki Elder media submissions. 1g. Ensure Suzuki Elder membership procedures are followed. (Article 4) 1h. Conduct regular meetings of the Suzuki Elder Council. (Article 7) 1i. Organize a Suzuki Elders Annual General Meeting. (Article 6) 1j. Liaise as appropriate with DSF SE internal advocate and CEO. 1k. Follow DSF guidelines regarding internal and external requests made to the Association. (e.g., advocacy, support, endorsements etc.), and advise SE members as of these as needed. 1l. Provide support and problem-solving to working groups as needed. 1m. Oversee arising specific events not covered by working groups; share and assign responsibility as needed. (AGM, Retreat, other events.) 1n. Oversee and monitor non-partisan advocacy taken on in the name of Suzuki Elders using process outlined in “Administration: Non-Partisan Advocacy.”</p>
<p>2. The Suzuki Elder Council will oversee Suzuki Elder responses to David Suzuki Foundation requests for input from and linkages with Suzuki Elders, and initiate requests from Suzuki Elders to DSF.</p>	<p>2a. Be proactive in informing DSF internal advocate of Suzuki Elder activities, initiatives, plans and tracking of political activities. 2b. Actively connect with DSF internal advocate & CEO to identify and act on ways that DSF and the Suzuki Elders can best work together on appropriate issues. 2c. Suzuki Elder work is in alignment with the DSF strategic plan. 2d. Suzuki Elder executive report at one DSF staff meeting/every second month.</p>

Suzuki Elders Strategic Work Plan: Membership, Administration and Connection, 2020 – 2021

GOAL B. To build and support the growth of Suzuki Elder membership, and orient/connect members to the Association.

Responsibilities: Include helping with administrative activity and new member applications, update of membership lists, and the pairing of buddies. We maintain membership connection, outreach (attracting new members), planning for social activities, develop diversity, make first contact, make a difference and develop good connections/relationships with other organizations.

Objectives	Tasks	Outputs	Outcomes
WHO: Membership Connection Working Group			
<p>1. The Membership Administrator facilitates the process for (self-identified) elders to become Suzuki Elders. (Article 4)</p>	<p>1a. Send SE information letter to those people requesting such information (i.e. from lists received after public events, online registration, etc.)</p> <p>1b. Receive Suzuki Elder membership application forms and process them in a timely manner.</p> <p>1c. Oversee the Suzuki Elder membership approval process. (Article 4)</p> <p>1d. Send new members the orientation package and welcome letter.</p> <p>1e. Maintain an updated list of Suzuki Elder member names, addresses, interests, phone and e-mail on an Excel document.</p>	<p>1a. Send out letter within 2 weeks to people requesting information</p> <p>1b. Member applications are processed within six weeks of receipt by Membership Administrator.</p> <p>1c. Present membership application to Council for decision</p> <p>1d. Send out orientation package and welcome letter within 2 weeks.</p> <p>1e. Update the membership list and produce a copy for use before AGM and when needed</p>	<p>Timely processing of membership is routine.</p> <p>All new members receive basic Suzuki Elder orientation information.</p> <p>Membership list is a useful tool for contacting members.</p>

<p>2. The Membership Connection Group ensures that each new and ongoing member is provided with opportunities to link with the Suzuki Elders in whatever way they choose.</p>	<p>2a. Membership Connection group facilitates use of a buddy system for new members. The buddy informs new Suzuki Elder members of activities and facilitates their involvement and connection with other Suzuki Elders and the working groups.</p> <p>2b. The Membership Working Group will follow up and maintain phone-connecting work to contact existing SE members to update their membership status, including availability, interest(s) and to facilitate connection.</p> <p>2c. Work with other SE Working Groups to ensure some 2020/21 events/projects can be engaged in by members outside of the Lower Mainland and less active members within the Lower Mainland.</p>	<p>2a. Determine buddy when application is approved, and make sure connection takes place. Design the Excel broadsheet to include buddy pairs and contact records.</p> <p>2b. Attempt to reach all members personally at least once by November 2021.</p> <p>2c. At least one event/project during 2020/21 that includes participation by members outside the Lower Mainland.</p>	<p>All new members feel welcomed into the SE and find out where they can best contribute.</p> <p>Updated membership list. Approximately 30% of Suzuki Elder members connect with SE activities between May 1 2019 and April 30, 2020. Members not participating are identified.</p>
<p>3. The Membership Connection Group (with other Suzuki Elder Working Groups) will promote Suzuki Elder membership.</p>	<p>3a. Explore new ways to find members by working with DSF's volunteer update newsletter.</p> <p>3b. Encourage digital involvement by members outside the Lower Mainland with Zoom software.</p> <p>3c. Provide membership applications and information at every public Suzuki Elder function, with photo panel, pamphlets, etc.</p> <p>3d. Increase visibility of SE programs by making personal visits to other organizations.</p> <p>3e. Include photographs of a diverse population in pamphlets and posters we produce and distribute to libraries, community centers, neighborhood houses, etc.</p>	<p>3a. Provide material for the volunteer update newsletter at least three times during 2020/21</p> <p>3b. Determine ways digital involvement can take place like Microsoft Team and encourage it</p> <p>3c. Compile checklist of materials to take to public SE function and make sure they are available. Update photo panel</p> <p>3d. Membership connection visits at least three organizations in 2020/21</p> <p>3e. Working with Communications Group, update pamphlets and posters when appropriate. Determine how to distribute pamphlets and posters.</p>	<p>Membership decline reversed and steady increase of approximately 15% per year since 2017. This year's increase was 14%.</p> <p>New Suzuki Elder Pamphlets are now available in Chinese language.</p>

Suzuki Elders Strategic Work Plan: Education & Community Engagement Working Group, 2020 – 2021

GOAL: Working from an elder perspective, Suzuki Elders provide environmental education and community engagement opportunities for elders and younger generations.

OBJECTIVES	TASKS	OUTPUTS	OUTCOMES
WHO: Education and Community Engagement Working Group (with consultation as appropriate with DSF staff).			
<p>1. Operational: maintain an Education and Community Engagement Working Group (ECEWG)</p>	<p>1a. The Education and Community Engagement Working Group meets regularly to discuss, develop and review group and individual work, increase and maintain communication between members, and provide oversight to projects while ensuring succession planning for key roles.</p>	<p>1a. ECEWG meets approximately 10 times per year and documents meetings with written minutes. Project meetings occur as needed.</p>	<p>1a. ECEWG projects/actions are developed and implemented; regularly monitored/assessed; succession planning in place.</p>
<p>2. Public Education/Engagement - External Focus: Suzuki Elders will offer and facilitate public focused educational sessions each calendar year as well as explore ways of using technology to build better cohesion among our local and distant members.</p>	<p>2a. Work with communications working group and SE executive to plan/oversee salons/workshops and outreach/educational seminars e.g., Drawdown and others.</p> <p>2b. Maintain, improve and update Suzuki Elder resource and outreach materials as appropriate. Continue to explore translation, plain-language and user-friendly approaches for broader audiences.</p> <p>2c. When feasible, tie public-focused educational sessions to previous issues of concern and Suzuki Elder project themes such as story-telling, environmental harm of plastics, engaging with youth, health and climate change, resilience and finding common ground.</p> <p>2d. Interact with other appropriate groups for public education events when opportunities arise.</p>	<p>2a. Three salons/workshops and/or outreach seminar events take place between 1 May 2020 and 30 April 2021.</p> <p>2b. Lightweight hand-held banner for use in marches, etc. Brochure continually updated and work-shopped then written for languages other than English.</p> <p>2c. Educational programs with increased depth of knowledge and sharing on approved topics for public sessions.</p> <p>2d. In 2020-2021 one Salon/Outreach Seminar event has an outside partner.</p> <p>2e. Regular postings on relevant themes,</p>	<p>2a. Series attract 20-70 participants per session.</p> <p>2b. Increased and improved visibility of Suzuki Elders while reaching new audiences.</p> <p>2c. Learning opportunities and community engagement.</p> <p>2d. Suzuki Elder community networks continue to grow.</p> <p>2e. Higher level of awareness amongst membership and</p>

	2e. Increase use of Suzuki Elder website, blog, Facebook and other social media sites for members and public education and information.	subjects, and opinions.	community at large.
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Education and Community Engagement 2020-2021 (continued)			
GOAL: Working from an elder perspective, Suzuki Elders provide environmental education and community engagement opportunities for elders and youth.			
Objectives	Tasks	Outputs	Outcomes
WHO: Suzuki Elder Education and Community Engagement Working Group (with consultation as appropriate with DSF staff)			
3. Education - Internal Focus: Suzuki Elders will assist in organizing programs for and with Suzuki Elder members.	3a. Work with SE Executive to identify and link internal speakers (Council meetings, AGM, Retreat) with identified projects of evidence-based themes and issues of general interest. 3b. Maintain and expand repository for Suzuki Elders educational materials and programs using various medium.	3a. Invite speaker/experts to meetings and events as opportunity arises. 3b. Organized and easily referenced directory of Suzuki Elder programs and materials.	3a. Maximize educational opportunities for Suzuki Elder Members. 3b. Suzuki Elder educational materials are accessible, shared, re-used.
4. Projects: Design, test, evaluate, update outreach projects to and with the community. Explore and expand the concepts of engagement and education for our constituency	4a. Continue to develop, customize, deepen, and evaluate themes already established and embrace new themes/ideas as they emerge. 4b. Continue to develop and support appropriate next phase opportunities through research and exploration. 4c. Continue to apply an intergenerational lens to education and community engagement work (i.e. always ask how we can connect with or involve younger people.) 4d. Assess new project ideas as they are brought forward and respond/initiate as resources and interests allow. 4e. Pursue links with elders from diverse communities in ways that enhance shared knowledge of other elder perspectives on environmental issues.	4a. Continue to respond to invitations to offer pertinent themes and our continued intergenerational work. 4b. Programming to be developed, delivered and evaluated with findings incorporated into future sessions. 4c. SE members attend and/or facilitate youth-run events, make connections and/or proactively involve younger folk in SE events. 4d. Projects are selected, maintained and adapted according to specific criteria that continue to be assessed. 4e. Aspire to connect with as many diverse communities as possible	4a. Participants gain knowledge, experience, and communication skills through all projects. 4b. Group participants gain knowledge, ability and confidence to lead on key issues. Enhance growth in resources and community interest and action. 4c. Suzuki Elders maintain and strengthen linkage with all generations. 4d. Expansion of elder learning opportunities and involvement 4e. Suzuki Elder environmental perspectives enhanced and expanded.

Suzuki Elders Strategic Work Plan: Communication and Connections 2020 – 2021

GOAL: Suzuki Elders communicate their vision, values and an elder perspective on environmental issues/actions, to specific groups & general public.

Objectives	Tasks	Outputs	Outcomes
WHO: Suzuki Elders Communication and Connections Working Group			
1. The Communication and Connections Working Group will develop, write, post and maintain content on the Suzuki Elder website, Facebook, Blog and Google Groups.	1a. Ensure communication content and methods work to reach out, pull in, inform and connect elders. 1b. Check and update Suzuki Elder website at least monthly. 1c. Grow the number of readers, “followers” and postings.	1a./b. Facebook updates twice weekly, Website updates monthly and new postings monthly. 1c. New Blog posts 1-4 times/week. New Facebook posts 1-4 times/week. Use of page “boosts” if appropriate.	Suzuki Elder membership and public access social media for updated information about Suzuki Elder initiatives.
2. Maintain the website to encourage more enthusiasm and participation by Suzuki Elders.	2a. Provide website space for working groups and assist in creating content.	2a. A website that meets needs of members and promote things we value as elders (our brand).	A more enthusiastic and participatory memberships using the website to facilitate internal communication.
3. Facilitate opportunities for proactive electronic dialogue and information-sharing among Suzuki Elders.	3a. Continue to monitor and moderate Suzuki Elder member use of the Google Group and posts. Monitor and maintain respectful social media etiquette. 3b. Continue to make the Suzuki Elder Facebook Page available to membership and the public and expand our “followings” and engagements. 3c. Continue to facilitate communications involving elders outside the Vancouver area, e.g., Member News Update.	3a. Periodic reports of website and Facebook traffic to Council. 3b. Assistance to Suzuki Elder Chair in providing three member new updates e-mailed to all members.	Suzuki Elder members continue to use media effectively, learn new skills are well-informed about Suzuki Elder activities and given an opportunity to expound on environmental topics of interest.
4. Provide communication expertise to Suzuki Elder projects/events and work with the Education and Membership Working Groups and other members on projects of shared interest.	4a. Establish formal links to the Education and Membership Working Groups. 4b. In coordination with the Education Working Group, facilitate workshops on topics of interest to the membership and general public. 4c. Determine the feasibility of publishing Elder Story Project stories in book form. 4d. Consider opening a YouTube channel where elder stories are told in video format. 4e. Continue to pursue links with First Nations Elders in ways that enhance shared knowledge of elder perspectives on the environment.	4a. Co-organize two of more events, including the option of online events, in 2020 - 021. 4b. Examine feasibility of publishing Elder Story Project topics now posted on the website. 4d. Connection made with one or more First Nations’ elders on elder perspectives on the environment.	Suzuki Elder voice is heard on topics covered in the Story project and the Resilience project.
5. Engage with youth attending	5a. Plan with DSF staff for Elder participation in the DSF summer	5. At least two Suzuki Elders present	Suzuki Elders contribute to the

Camp Suzuki.	camp and find or create appropriate stories for this event.	stories on one evening of the camp.	success of the camp and model storytelling.
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Suzuki Elders Strategic Work Plan: Non-Partisan Advocacy, 2020 – 2021

GOAL: Suzuki Elders, working from an elder perspective, undertake nonpartisan advocacy on environmental issues.

Objectives	Tasks	Outputs	Outcomes
WHO: Suzuki Elder council executive, chair, working with and through the Suzuki Elder Council.			
<p>1. The Suzuki Elder Council will provide oversight to (a) decision making about SE nonpartisan advocacy and/or initiatives and (b) monitoring of the non-partisan advocacy taken on in the name of the Suzuki Elders.</p>	<p>Advocacy process (responsive and proactive)</p> <p>1a. Suzuki Elder Council applies consistent policy and process criteria to review requests for SE support and/or involvement in nonpartisan advocacy related to the environment.</p> <p>1b. Requests for advocacy support, initiatives and/or involvement go through the Chair and executive of the Suzuki Elder Council using the Suzuki Elders advocacy application/criteria checklist. Consultation with appropriate DSF staff takes place at this point (See 2 below).</p> <p>1c. The Council Chair takes advocacy requests to the Council for discussion and a vote to proceed, or not.</p> <p>1d. The Council Chair and Council assign, as needed, the specific advocacy action request to appropriate Suzuki Elder members and/or the Suzuki Elder individual/team bringing the issue forward. (e.g., for attendance at events, research, writing, etc.).</p> <p>1e. The Council Chair and others as named provide support, monitoring and receive final reports on nonpartisan advocacy/support activities undertaken.</p> <p>1f. 2020/21 Continue to support members’ individual nonpartisan advocacy done under their own name(s). NOTE: when members are proceeding on their own and identify as a Suzuki Elder without having discussed it with the Council, (or at least the Chair and/or the executive) they must make it clear that their views are their own and may not necessarily reflect the position of the Suzuki Elders or DSF.</p>	<p>For Advocacy Process (1a-1e)</p> <p>Following existing prescribed criteria, Suzuki Elders undertake responsive and proactive nonpartisan advocacy on 2 specific environmental issues between May 1, 2020 and April 31, 2021.</p> <p>1f. On their own, Suzuki Elders participate in a range of advocacy events and keep the Council informed of issues and events.</p>	<p>Suzuki Elders provide an elder non- partisan advocacy perspective on 2 selected environmental issues in 2020-21. (to public, government)</p>
<p>2. Linkage with DSF.</p>	<p>2a. In all non-partisan advocacy, the Suzuki Elder Council connects with DSF staff and projects to share and develop issue analysis appropriate for non-partisan advocacy initiatives.</p>	<p>2a. Non-partisan Advocacy Working Group meets with specific DSF staff to identify and discuss issue analysis.</p>	<p>Suzuki Elder non-partisan advocacy aligns with DSF work.</p>