



## NATIONAL FOREST WEEK – BC COALITION SUMMARY OF ACCOMPLISHMENTS (2013-2018)

### HISTORY

National Forest Week (NFW) is an opportunity to focus attention of British Columbians on BC forests. The National Forest Week-BC Coalition (*Coalition*) has been assisting volunteers to celebrate this for the last six (6) years. Rather than the usual Accomplishments Report focus on acknowledgment of the work done during 2018, this edition is intended to inform interested parties of the *Coalition* journey since its inception and the challenges and opportunities for future years.

The *Coalition* accomplishments have been based on four (4) foundations:

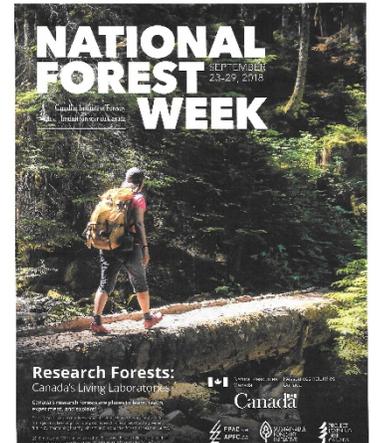
- 1) Organizational structure including strategic and annual planning,
- 2) Commitment of volunteers at the Provincial and local levels,
- 3) Support from the Sponsors, and
- 4) Commitment to continuous improvement.

The Program has:

- Been recognized as the best in Canada – 2015 Canadian Institute of Forestry award
- Focused on applying lessons learned following each year's performance
- Since 2016, become a year-round initiative versus the traditional 1 week/year celebration
- The objective of continuing to expand into more BC communities
- Strived to increase efficiency and effectiveness in delivery as lessons learned are applied

The initial 2013 Program focused on:

- Increasing public awareness of NFW
- Encouraging local events to occur
- Supporting local event organizers
- Coordinating K-12 student education volunteer support





The Program focus became more comprehensive in 2014 and continues to improve reflecting lessons learned and continuous improvement, specifically:

- A more sophisticated public awareness program,
- An expansion in services provided to local event organizers,
- An expansion in providing promotional and educational materials,
- An expansion in emphasis on K-12 student events, especially, involving multi-class field events, and more recently,
- A reduction in emphasis on public festival events and encouragement in public issue discussions.



The *Coalition* Program has two major cornerstones without which would have limited achievement of the accomplishments (i.e., volunteers and Sponsors). The participation and dedication of volunteers are essential and greatly appreciated. The Sponsors provide the resources necessary for the *Coalition* to assist local event organizers and K-12 student lesson/field trip volunteers.

## PROGRESS

Application of the continuous improvement principle each year within the *Coalition* has been applied to:

- Increase efficiency,
- Respond to K-12 teacher requests within the capacity of the *Coalition* and its Partners,
- Respond to lessons learned from the previous year, and
- Focus on three (3) Programs:
  - A local community event organizer support program to assist in celebrating BC forests,
  - A K-12 forest education program that brings together a forester and teacher to deliver forest lesson plans and/or field trips for K-12 students, and
  - A community forest education partnership program.

The following is the *Coalition's* progress over the six (6) years of existence.

## Sponsorship

| YEAR           | # OF SPONSORS | FUNDING (\$000) | AVG. FUNDING/SPONSOR (\$) |
|----------------|---------------|-----------------|---------------------------|
| 2013           | 33            | 28.8            | 849                       |
| 2014           | 49            | 44.4            | 906                       |
| 2015           | 47            | 41.2            | 877                       |
| 2016           | 43            | 43.0            | 1,000                     |
| 2017           | 38            | 36.5            | 961                       |
| 2018           | 41            | 38.2            | 932                       |
| <b>Average</b> | <b>41.8</b>   | <b>38.7</b>     | <b>921</b>                |

The sponsorships have remained relatively stable over the years with many “Legacy Sponsors” consistently supporting the initiative. Individual sponsorships may vary depending upon the economic health of the forest sector or company but throughout the Coalition is very grateful for the strong support (<https://www.bcnfw.ca/sponsors/>).



### NFW participation

The number of communities holding local events depends upon the availability of volunteers. The public and K-12 student participation varies with the nature of the event. The number of communities involved has declined in the last couple of years but an assertive plan is being prepared to turn this around. However, it is encouraging that the public exposure to BC forests and student participation continues to grow.

| YEAR | COMMUNITIES INVOLVED | PUBLIC PARTICIPATION <sup>1</sup> | K-12 STUDENT PARTICIPATION |
|------|----------------------|-----------------------------------|----------------------------|
| 2013 | Not available        | Not available                     | Not available              |
| 2014 | 25                   | 3,000                             | Not available              |
| 2015 | 33                   | Not available                     | Not available              |
| 2016 | 28                   | 4,380                             | 4,258 <sup>2</sup>         |
| 2017 | 25                   | 4,516                             | 3,487                      |
| 2018 | 24                   | 7,545                             | 4,715                      |

1 – Local event organizers' estimates

2 – Includes the one-off Demo International Equipment Show with 320 students involved

| YEAR              | MULTI-CLASS K-12 EVENTS |                       | SINGLE CLASS K-12 EVENTS |                       |
|-------------------|-------------------------|-----------------------|--------------------------|-----------------------|
|                   | # of Events             | Student Participation | # of Events              | Student Participation |
| 2013              | Not available           |                       | Not available            |                       |
| 2014              | Not available           |                       | Not available            |                       |
| 2015              | Not available           |                       | Not available            |                       |
| 2016              | 8                       | 3,404 <sup>1</sup>    | 41                       | 1,120                 |
| 2017 <sup>2</sup> | 4                       | 2,368                 | 30                       | 1,109                 |
| 2018              | 13                      | 2,951                 | 13                       | 1,764                 |

1 – Includes the one-off Demo International Equipment Show with 320 students involved

2 – Teacher labour dispute occurred reducing number of teacher requests



There have always been volunteers who organize multi-class K-12 student events. Recently, the *Coalition* has encouraged volunteers to adopt this model as it is a more efficient and effective use of the limited volunteer time and involves a greater number of students compared to an equivalent time commitment for a multitude of single classroom and/or field trip events.

| CATEGORY                                  | 2016       | 2017       | 2018       |
|---|------------|------------|------------|
| Volunteer involvement-single class events | 55         | 46         | 30         |
| Volunteer involvement-multi-class events  | 132        | 193        | 152        |
| <b>TOTAL Volunteer Involvement</b>        | <b>187</b> | <b>239</b> | <b>182</b> |

Over the last three (3) years the number of volunteers for single class events is decreasing even though demand from teachers continues to be high, especially in Metro Vancouver. Large numbers of volunteers seem willing to participate in the multi-class events. This suggests the need to increase the multi-class events, especially in urban areas but also in communities throughout BC.



| YEAR              | PUBLIC EVENTS   |
|-------------------|-----------------|
| 2013              | 9               |
| 2014              | 35              |
| 2015              | 31              |
| 2016              | 11              |
| 2017 <sup>1</sup> | 5               |
| 2018              | 13 <sup>2</sup> |

1 – Impacted by teacher labour dispute & wildfires

2 – Six of the total were public seminars at UBC

Although participation in the number of traditional community festival events has declined, the estimated number of people being exposed to NFW and BC forests has increased. The decline is associated with the availability of volunteers and the view that the public festivals do not provide much influence on the public per unit of time committed.



## CHALLENGES

The *Coalition* is facing two (2) priority challenges over the next few years. These and actions being considered to address them are:

- **Challenge #1** K-12 student forest education volunteers
  - Adopting recruitment model(s) that will generate sufficient volunteers to meet the demand for K-12 student education.
  - Adopting practices and models of K-12 student events that will encourage volunteers to become involved.
- **Challenge #2** Community forest education volunteers
  - Adopting public awareness model(s) that will demonstrate to community people the value and understanding of the BC forest asset.
  - Building partnerships with local companies and organizations to generate interest in organizing local public awareness events.
  - Adopting recruitment model(s) to encourage volunteers to organize local events.

The *Coalition* will continue to apply the continuous improvement principle in meeting the challenges head-on. A 2019 Action Plan to address these will be developed and implemented with the help of the *Coalition* Sponsors and Partners.

The *Coalition* will continue the historically-proven support for local event organizers, such as providing:

- *Coalition* administrative structure, including Regional Coordinators, to efficiently and effectively support local event organizers.
- K-12 teacher-volunteer coordination administration in response to teacher requests.
- Communications and advertising materials, including website ([www.bcnfw.ca](http://www.bcnfw.ca)), Facebook (<https://www.facebook.com/BcsNationalForestWeekPage/>), etc.
- Giveaways for K-12 students and adults to celebrate and bring awareness of BC forests.
- Resources and lessons learned for local public event and classroom/field trip volunteers.
- ABCFP Children’s Art contest.