ACCA Operational Plan – Quarter 1 Report and COVID Correction

May 21, 2020

Advance the Co-op Model

We will increase awareness of the co-operative model and its value proposition as a solution to address unmet social and economic needs in Alberta communities.

Project	Description	Lead	2020 Q1 Update	COVID Correction
Post-secondary Curriculum Development	Work with post-secondary institutions to explore potential opportunities to augment the curriculum through the integration of information regarding co-ops. This will include engaging with professors to discuss the development of a co-op research agenda and forming a think-tank to explore the integration of co-op curriculum into the course syllabus.	Seth	Delivered 5 Co-ops 101 lectures at Mount Royal University with Servus Credit Union (approx 120 students learned about co-ops).	No progress in this area since COVID situation began. Two recorded web-based interviews with professors at the U of A and the University of Saskatchewan.
Co-operative Youth Leadership Program	The ACCA Co-operative Youth Program is a life-changing program for youth 11-18. Through specific curriculum such as team building, public speaking, co-operatives, agriculture and self-esteem in a typical 'camp' style setting, we are helping build future leaders to be involved members in their community and society.	Liane	Focused on increasing staff volunteers achieving 60 volunteers this year. Registration slightly ahead of previous years until COVID 19 restrictions began.	Summer program cancelled—increased emphasis on research, curriculum redesign and connecting with youth in various ways via social media.
ACCA Communications Framework	Development of a communications planning document to improve information sharing and two-way engagement with members and other key stakeholders through strategic use of existing communications channels including social media, website, and electronic newsletter.	Jackie	Draft of Framework document completed and shared with the Board (February?? - Paul to confirm)	Final review of Framework and roll-out/implementation delayed as staff focused on COVID-related priorities

Create Connections

We will empower co-operatives through development of strategic partnerships and government relations activities.

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Government Relations - Members	Deepen ACCA strategic support to resolving member GR issues	Paul	Followed up with Red Hat Co-operative on TFW program. Terms of reference for Government and Stakeholder Relations committee struck, modified then approved by the board.	Survey postponed alongside postponement of AGM
Government Relations - Internal Strategy	Raise ACCA's profile with all levels of government, with a focus on the Alberta provincial government, to advance the co-operative model and its value proposition as a solution to address unmet social and economic needs in Alberta.	Jackie	Draft strategy prepared and circulated with ED January 2020.	Some activities including participation in AUMA/RMA events and government attendance at Gathering suspended due to COVID
Collaboration with BCCA	Begin collaboration with BCCA, including sharing resources and staff.	Paul	Resource sharing initiated with Jackie starting to assist with communications. Draft collaboration plan developed and shared with both boards. Seth working with Iva on co-op curriculum and co-ops 101. High involvement of BC partners in Co-op Intelligence Unit and Community Capital strategies.	Shared staff planning continuing with a view of reducing costs due to lower revenues for both associations. Coshosting webinars on COVID recovery strategies.
Social Innovation Ecosystem Project	Provide financial secretariat support to the project and strategic guidance in its development and ensuring co-operatives in Alberta are benefiting from the Investment Readiness funding and Social finance capital that will be available via this initiative, including supporting the Co-op Capital project	Paul	Ongoing secretariat support being provided to the steering committee. Participated in 3 steering committee meetings. Submitted a proposal to start an Opportunity Development Co-operative in partnership with the Indian Business Development Corporation and development of back end equity offering platform.	If successful in receiving funding will adjust proposal outcomes to focus on research and tool development until restrictions enable resumption of potential share offerings.
ACCA Branding and Style Guide	Development of a branding and style guide along with appropriate logo formats and document templates to ensure consistent and professional look for ACCA materials.	Jackie	In progress	Previously scheduled for completion end Q1 but delayed to other priorities from COVID
Canadian Co-operative Youth Program Research	All the Canadian Co-operative Youth Program coordinators and managers meet via conference call every couple of months to discuss strengths, weaknesses, concerns, funding opportunities, policies and procedures, and more related to the organization and implementation of youth programs across Canada.	Liane	Led work with summer co-operative youth programs with Ontario, BC, Saskatchewan and Manitoba. Research proposal on best practices and alumni strategy developed shared and developed.	Alberta, Saskatchewan, Ontario and Manitoba programs cancelled. All will focus more efforts on research and curriculum design and sharing strategies for ongoing online engagement with youth.
Project	**Description**	**Lead**	**2020 Q1 Update**	**COVID Correction**

Co-op Intelligence Unit	Research and develop co-operative solutions to meet the needs of our changing economy and support ACCA members. Quarterly op-ed exploring issues facing the sector, and communicating the work of ACCA in these areas	Seth	Held in-person session with ad-hoc committee and developed initial concept and framing of innovation challenges and the case for the unit. Pat Bourne, CEO of EQUS, contributed a thought-piece to ACCA newsletter. Engaged Keren Perla to facilitate.	Work completed remotely. Savings on travel costs Held two remote planning sessions and created a summary document to inform terms of reference, case for support to funders, and next steps in strategy development.
ACCA AGM	Engage members beyond board members in strategic planning and policy considerations.	Paul/Jackie	Gathering and MLA reception planned for October 13/14 with lunch at Leg and integrating Cooperative Intelligence Unit work with theme of "The Future is coming, ready or not!" Developed GR issue member survey for AGM	Plan B Gathering and MLA Reception devised focusing on Co-ops and the Post COVID-19 Economy in Alberta considering maximum of 50 people may be possible.

Support the Co-op Sector

We will develop programs and initiatives to help our members employ best practices, increase efficiencies, and grow sales and membership.

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Legal Services for Members	Work with Bill Oemichen to establish a legal practice in Alberta that specializes in co-operatives	Jackie	In progress. Bill Oemichin continues to work on an application with Canadian Bar Association/Alberta Bar Association to write exam.	Elliot Bridgewater invited to participate in legal services. Bill will be unable to attend in Canada to write Bar Admission Exam due to travel restrictions and working as an advising consultant to Elliot Bridgewater.
Expansion of Shared Services for ACCA Members	Conduct feasibility study of member demand for new shared services, including accounting, communications, and IT, either through ACCA or other organization able to provide appropriate services to benefit our members.	Paul	Awaiting launch and testing of legal services before exploring additional shared services possibilities.	
Succession & Business Continuity Planning	This project will start with development of program and office procedure manuals for key business functions to ensure limited disruption in case of unexpected absences and assist with onboarding of new staff, particularly those who will provide leave coverage (e.g. vacations).	Cindy	Review of usefulness of HR Downloads. Executive Director trained on payroll, bank, e-transfers. Outline of orientation for staff developed. Codification of YLP policies and procedures explored.	Systems set up for back up and remote operations due to COVID Restrictions. Only one person in office at a time.
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Co-op Capital	Develop mechanisms to assist co-operatives (and social enterprises) to more easily raise capital. This includes development of a co-operative focused securities dealer and the incorporation of Tapestry Capital to allow co-ops and non-profits to issue bonds. It will also advance regulatory change with Alberta Securities commission	Paul	Signed Letter of Intent with Tapestry Capital to act as delivery agent for the bond raising process in Western Canada. Applied for resources to Employment and Social Development Canada to enable the back end. Presentations made to the Alberta Securities Commission on potential regulatory reform.	Presentations to Alberta Securities Commission on Tapestry Capital process.
Co-operative Capacity Building	Work with ACCA members to assess critical areas related to governance, co-op education, and related areas, create a learning agenda to direct resources to ACCA members, and develop and launch courses based on learning agenda (co-ops 101, co-op governance, etc.).	Seth	Work paused to prioritize other areas	Held COVID-19: Are you ready to re-open? Webinar for ACCA and BCCA members May 14. Holding business succession webinar, sponsored by Servus Credit Union on May 28. Connected with consultants working directly with Alberta co-operatives to understand needs in this area. Working with BCCA to develop strategies that engage both memberships
2020 ACCA Gathering and MLA Reception	Coordination of the 2020 Gathering and MLA Reception proposed to take place in October 2020.	Jackie	Initial Gathering and MLA Reception planning document presented to Board March 27.	Gathering Plan B developed for potential maximum 50 people limit. Gathering on hold due to COVID and restrictions on these types of events. Plan B was drafted but also on hold pending Stage 3 of Provincial relaunch
ACCA Co-op Communications Network	Establishment of the Co-op Communications Network as an opportunity for communications and marketing professionals, or people within co-ops responsible for communications and marketing activities, to come together for information sharing, collaboration, and support.	Jackie	No update	Communications network activities on hold due to COVID crisis.
Revenue Share Program (with Alberta Renewable Energy Co-op)	*Encourage members to sign on to ACE for energy/gas services*	Paul	Brokered meetings between ACE representatives and 3 ACCA members or member of members.	Accelerating member take up of this offer can save members money and provide some financial stability to ACCA.
Electronic Payment and Registration	Research potential electronic registration and payment systems for ACCA events that are convenient for users but have low or no costs to our members	Jackie	COMPLETE: Research different applications and moved ahead with Membership Works, which is what Ontario Co-op Association uses.	

Inspire Co-operative Innovation

Through our leadership, we will help Alberta co-operatives respond to opportunities and challenges through innovation and research.

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Co-op Health Clinics	Work with Alberta Health Services to support three pilot co-operative health clinics.	Paul	Met with Minister of Health, ADM, draft proposal for piloting two clinics submitted to AHS. Presentation to ADM Screpnek and innovatoin team.	Pushed need for front end research which can take place while restrictions in place.
Co-op Intelligence Unit	Research and develop co-operative solutions to meet the needs of our changing economy and support ACCA members. Quarterly op-ed exploring issues facing the sector, and communicating the work of ACCA in these areas	Seth	Held in-person session with ad-hoc committee and developed initial concept and framing of innovation challenges and case for the unit. Pat Bourne, CEO of EQUS, contributed a thought-piece to ACCA newsletter	Held remote planning session and created a summary document to inform terms of reference, case for support to funders, and next steps in strategy development. High-level of engagement from ACCA and BCCA
Community Generation Network	Support the emerging community generation network through co-operative strategies, to 1) provide solutions to an emerging sector 2) increase ACCA's membership, scale and scope, 3) share information and resources 4) promote sector	Seth	Held March 5th capacity building workshop (event was live-streamed, recording is available on ACCA website). Held monthly check-in zoom sessions with stakeholders. Grew newsletter subscription lists that is highly engaged	Ongoing engagement with new renewable energy co-operatives. Submitted response to federal governmet regarding procurement opportunities from renewable energy co-operatives. Draft case for support for co-op solutions (almost complete)
Co-op Development Framework	Develop and implement of a co-operative development program; Increase effectiveness of ACCA's outreach and engagement; intake and assessment of projects; work-flow and invoicing, and customer relations management.; Increase capacity of new and existing co-operatives, reduce transaction costs and accelerate the development process; Create specific program for business conversion and succession planning; Deliver workshops, consulting, strategic planning; and offer a suite of services to participants.	Seth	Worked with Tapestry to adapt programs in Alberta (set up webinars and meetings with several groups). Submitted IRP application. Connected with start-up co-ops such as Eva.coop and FMPC around strategic opportunities	Submitted funding proposals to AREF, the Co-operators Insurance, and Western Economic Diversisfication for co-op developmentt funding. Developing community capitral strategy and CRM for middle of Q3