

NEW ZEALAND ECOLOGICAL SOCIETY

STRATEGIC PLAN
2019-2023





STRATEGIC REVIEW

As the five-year strategy for the New Zealand Ecological Society 2013- 2018 approaches its expiration we have conducted a review of the existing strategy and refined it to reflect our strategy for the next five years. Discreet activities that were completed have been removed, and additional aims and activities have been suggested.

This report presents the results of the review, including the updated plan for 2019-2023, subject to council and membership review.

Regards,

The 2018 Strategy Review Committee

Simon Moore (Chairperson), NZES Councillor

Clayson Howell, Immediate Past President

Rachel Nepia, NZES Councillor

Bruce Burns, NZES Councillor

Gretchen Brownstein, Membership Officer

Please direct feedback to ret12@students.waikato.ac.nz or shmoore@doc.govt.nz

SUMMARY OF STRATEGIC AIMS

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1. Identify and improve benefits of membership
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2. Maintain regular and relevant communication with members
 3. Promote Ecological Science
 4. Engagement with policy makers to enhance uptake & application of ecological principles
 5. Engage with other relevant societies, networks and ecologists
 6. Encourage the participation of undergraduate and school students in ecology.
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7. Manage finances prudently and ethically to enhance capacity and for future sustainability
 8. Maintain and improve running of Council
 9. Maintain and grow the membership of the Society
 10. Maintain a searchable and informative membership database
 11. Capture the history of the Society including critical moments and key players
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12. Exemplify principles of sustainability
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13. Promote and support equity and diversity within the Society

MEMBERSHIP BENEFITS

| <i>Aim</i> | <i>Strategy</i> | <i>Code</i> | <i>Action</i> | <i>Leaders</i> | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|--|-------------|--|--|------|------|------|------|------|
| Identify and improve benefits of membership | A. Increase functionality of website | A.1 | Develop a members' only section of the website | Webmaster | | | | | |
| | | A.2 | Develop online ability for members to join the society and update profile details | Webmaster & Membership officer | | | | | |
| | B. Identify and develop new benefits of membership | B.1 | Improve the content of the welcome email for new members to include member benefits, connections, and upcoming events | Membership officer | | | | | |
| | | B.2 | Develop research grants for post-graduate student members | Awards convener | | | | | |
| | | B.3 | Investigate capacity to encourage and support Society members to attend international conferences | Awards convener | | | | | |
| | | B.4 | Investigate potential for member-only discounts from suppliers of likely interest to members | Membership officer | | | | | |
| | | B.5 | Investigate the role of NZES in supporting long-term ecological research | Council | | | | | |
| | C. Encourage, facilitate or enable professional development and networking opportunities for members | C.1 | Encourage and assist in the facilitation of workshops and/or retreats to be run in association with the annual conference | Council | | | | | |
| | | C.2 | Maintain Society representative on the international early career ecologists network | Councillor (early-career representative) | | | | | |
| | | C.3 | Establish and support a NZ network of early career and graduate student ecologists | Councillor (early-career representative) | | | | | |
| | D. Facilitate and support employment and postgraduate research opportunities | D.1 | Continue to provide information on website on relevant employment, postgraduate, and postdoctoral opportunities in Ecology | Webmaster | | | | | |
| | | D.2 | Continue to support student day events at annual Conference and student presence on local organising committee | Council | | | | | |

ENGAGEMENT & COMMUNICATION

| <i>Aim</i> | <i>Strategy</i> | <i>Code</i> | <i>Action</i> | <i>Leaders</i> | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|---|-------------|---|----------------------------------|------|------|------|------|------|
| Maintain regular and relevant communication with members | E. Maintain regular communication with members | E.1 | Produce a quality quarterly newsletter | Newsletter editor | | | | | |
| | | E.2 | Ensure promotion of grants and awards is clearly and consistently communicated | Webmaster Media liaison | | | | | |
| Promote ecological science | F. Continue to improve the annual conference | F.1 | Maintain a conference 'how to' booklet, annually reviewed and updated as necessary post conference | Council | | | | | |
| | | F.2 | Investigate options to extend eligibility for best presentation awards beyond students | Awards convener | | | | | |
| | | F.3 | Work with conference organisers to include options for additional attractions to run alongside the annual conference | Council | | | | | |
| | G. Externally promote the application of ecological science | G.1 | Create a formal Media Liaison and/or Science Communicator role | Council | | | | | |
| | | G.2 | Build relationships within key agencies external to the Society (e.g. MfE, PCE, DOC) | President | | | | | |
| | | G.3 | Empower members to communicate their own ecology work/research through training and workshop opportunities | Council | | | | | |
| | | G.4 | Encourage press representation at annual conference and release media stories connected to issues / presentations given at conference | Council Conference organisers | | | | | |
| | | G.5 | Virtual seminar series, webinar, in between conferences | Media liaison Council | | | | | |
| | H. Develop a social media strategy | H.1 | Create a living document outlining our strategy to be reviewed every three years | Council | | | | | |
| | | H.2 | Appoint a social media communicator | Media liaison | | | | | |
| | | H.3 | Increase social media engagement | Media liaison | | | | | |
| | I. Continue to provide a | I.1 | Regularly review the journal publication process, | Journal editor | | | | | |

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|--|---|------------|---|---|--|
| | high quality journal for communicating ecological research | | mentored review scheme, publishing, and alternative options | | |
| | J. Increase awareness of key ecological issues via 'Hot Topics' | I.2 J.1 | Maintain journal impact and relevancy Publish four hot topics releases per year | Journal editor Council | |
| Improve engagement with policy makers and decision makers to enhance uptake & application of ecological principles | K. Maintain involvement of Society in public consultation process of matters of national importance | K.1 K.2 | Update membership expertise in the database, involve members who express interest in assisting with submissions Clearly communicate ecological principles via submission process as required, or other forms of engagement, and encourage engagement from NZES members | Membership officer Council Media Liaison President | |
| Engage with other relevant societies, networks and ecologists | L. Continue to develop meaningful links with other ecological societies and ecologists | L.1 | Encourage and establish formal links to other Societies and organisations | President Council | |
| Maintain external awareness of the Society | M. Continue to promote the Society and the services it provides | M.1 M.2 | Employ Society and Journal vertical banners at all appropriate opportunities Design and print additional vertical banners to promote the Kauri Fund | Media Liaison Council Media Liaison | |
| Encourage undergraduate/school students in ecology | N. Engagement with high school students and science educators in ecology | N.1 | Encourage teaching and learning of ecology through advertising conferences to local high schools, and providing conference opportunities when feasible | Media Liaison Council | |

GOVERNANCE

| <i>Aim</i> | <i>Strategy</i> | <i>Code</i> | <i>Action</i> | <i>Leaders</i> | 2019 | 2020 | 2021 | 2022 | 2023 | |
|---|---|---|--|---|------|------|------|------|------|---------|
| Manage finances prudently and ethically to enhance capacity and for future sustainability | O. Keep membership fees at a level to sustain the Society and the publication of the journal | O.1 | Review membership fees annually and adjust as required | Treasurer Membership Officer | ■ | ■ | ■ | ■ | ■ | |
| | | O.2 | Review publishing costs and adjust page fees for the journal as required | Journal Editor Treasurer | | | | | | |
| | P. Invest financial resources prudently and ethically | P.1 | Regularly review risks and returns for investments while maintaining ethical standards | Treasurer | | | | | | |
| | Q. Continue to promote financial investment in the Society and growth of the Kauri and Barlow Funds | Q.1 | Improve promotions for soliciting contributions to the Kauri and Barlow Funds at the time of membership renewal and elsewhere. | Membership Officer Webmaster Council | | | | | | |
| | | Q.2 | Create a prospectus to invite donations and bequests and promote on the website | Council Webmaster | | | | | | |
| | | Q.3 | Establish financial targets for Kauri and Barlow Capital. | Treasurer Trustees | | | | | | |
| | R. Ensure full potential of Society's funds is being recognised while maintaining long-term security of funds | R.1 | Develop a funding policy that includes criteria for disbursing grants from existing funds, and identifies profit thresholds that allow for implementation of additional grants or awards (e.g. Ricker Grant) | Treasurer Council | | | | | | |
| | Maintain and improve running of Council | S. Continue to increase effectiveness and efficiency of Council | S.1 | Review and clarify roles and responsibilities of secretariat | | | | | | Council |
| | | | S.2 | Define and describe critical roles on Council and assign these to members of Council at first meeting of term | | | | | | Council |
| | | | S.3 | Review roles on a three-yearly basis, including job sizing, responsibilities etc. and consider requirement for honorarium or remuneration | | | | | | Council |
| S.4 | | | Annually review progress towards five year strategy | Council | | | | | | |

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|---|---|-----|---|------------------------------|--|
| Maintain and grow the membership of the Society | T. Increase understanding of the demographics of membership and use information to inform recruitment action and membership retention | T.1 | Analyse demographics of current members | Membership Officer | |
| | | T.2 | Actively recruit New Zealand Ecologists who are not NZES Members. | Membership Officer Council | |
| Maintain a searchable and informative membership database | U. Develop a user-friendly, web-based membership database with members | U.1 | Update membership form to capture desired member details | Membership Officer | |
| | | U.2 | Develop capability to run automated membership reports | Membership Officer Webmaster | |
| Capture the history of the Society including critical moments and key players | V. Record Society and ecological highlights and personal contributions from members | V.1 | Continue to post 'big moments' on the website in a timely moment | Webmaster | |
| | | V.2 | Create and maintain an archive on the website, include cameos of recipients of the Te Tohu Taiao Award, Ecology in Action, and other awards | Webmaster | |

SUSTAINABILITY

| <i>Aim</i> | <i>Strategy</i> | <i>Code</i> | <i>Action</i> | <i>Leaders</i> | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|--|-------------|--|----------------------------------|------|------|------|------|------|
| Exemplify principles of sustainability | W. Promote sustainable practice in society activities and governance | W.1 | Develop an NZES sustainability strategy | Council | ■ | ■ | ■ | ■ | ■ |
| | | W.2 | Develop a 'Sustainable Best Practice Guide' to accompany the conference booklet, and promote sustainability in conference organisation | Council Conference organisers | | | | | |

EQUITY & DIVERSITY

| <i>Aim</i> | <i>Strategy</i> | <i>Code</i> | <i>Action</i> | <i>Leaders</i> | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|--|-------------|---|--|------|------|------|------|------|
| Promote and support equity and diversity with the Society | X. Integrate tangata whenua content and representation within the running of the Society and at annual conferences | X.1 | Seek consultation on incorporation of Te Reo Māori into NZES name and key strategic documents | Council | ■ | ■ | ■ | ■ | ■ |
| | | X.2 | Encourage and support indigenous ecology forums, workshops and conference symposia | Council Conference organisers | | | | | |
| | | X.3 | Encourage award nominations from under-represented groups | Council Newsletter Editor Webmaster | | | | | |
| | | X.4 | Develop a code of conduct for equity and diversity at conferences | Council | | | | | |
| Y. Embed principles of equity and diversity within Society documents, activities, and governance. | | Y.1 | Consider diversity in conference speakers, panels and session chairs. Aim for at least 40% of panel members to be female. | Council Conference organisers | ■ | ■ | ■ | ■ | ■ |
| | | Y.2 | Continue reviewer mentoring and establish a mentoring scheme for members who identify as under-represented minorities | Journal Editor Council | | | | | |
| | | Y.3 | Establish a working group to support equity and diversity within the Society | Council | | | | | |
| | | Y.4 | Collect data on gender and ethnic diversity of our members and publish this annually as anonymised data | Membership Officer Council Newsletter Editor | | | | | |
| | | Y.5 | Regularly review NZES diversity against publicly available NZ diversity data to track progress | Council | | | | | |
| | | Y.5 | Review diversity statement and action plan every three years. Next review will be in 2021. | Council | | | | | |

TIMELINE FOR ADOPTION

DRAFT AVAILABLE ONLINE & PRESENTED AT NZES AGM

November 2018



FEEDBACK FROM NZES MEMBERSHIP REQUESTED

November 2018 - March 2019



FEEDBACK DISCUSSED AND INCORPORATED INTO THE STRATEGY

May 2019



FINAL STRATEGY DOCUMENT SUSTAINED BY NZES

June 2019



FINAL STRATEGY AVAILABLE ONLINE

July 2019



