



ALBERTA CHAPTER OF THE WILDLIFE SOCIETY

2020 ANNUAL REPORT

www.actws.ca / info@actws.ca

WHERE WE ARE NOW

Embracing unprecedented challenges and innovatively moving forward!

The global COVID-19 pandemic changed everything for the Alberta Chapter of The Wildlife Society (ACTWS) - it changed how we interact, how we work, and how we go about our daily business. The ACTWS was quick to change course when forced to cancel our 2020 annual conference.

Sticking true to our mission, we continued to provide opportunities for our members to connect and share their work by moving conference components online. We hosted monthly webinars, workshops, and shared student posters via our website.

We also explored new fundraising tools by hosting an online auction and sweepstakes fundraisers. With the direction in our new Fund Development Plan, we distributed a corporate sponsorship brochure with an array of options for companies to support the ACTWS.

Our volunteer committees were kept busy responding to various current events in Alberta and beyond. We launched a new Equity, Diversity, and Inclusion committee aiming to elevate the important work of underrepresented groups in our profession.

OPERATIONS

Behind the scenes, we implemented several changes to our operations to increase efficiency and provide programming direction:

- Updated our strategic plan
- Launched and expanded our programming suite through virtual means using Zoom and Google Meet
- Joined into a legal partnership with the Canadian Section of TWS
- Converted all aspects of our 2020 conference to virtual formats, including webinars, poster profiles on our website, an online auction, and a series of award and scholarship videos.
- We combined forces with the Alberta Fish and Wildlife Historical Society and began a historical committee.

COMMITTEES

Our member-driven committees represent the ACTWS on various conservation and wildlife initiatives across Alberta.

**CONSERVATION
AFFAIRS**
13

LETTERS

TO GOVERNMENT MINISTERS

We responded to an array of wildlife issues including coal exploration, cuts to Alberta Parks, changes to the annual allowable cut, grassland conservation, and cumulative effects management. We wrote an op-ed for popular media and forged new partnerships with other non-profits. We participated in the Grassy Mountain Coal Mine public hearing.

MEMBERSHIP
2

SURVEYS

FOR MEMBERS

We reinvigorated our membership committee and started work by using a spring and fall survey to get input from members on services and programs.

**EQUITY, DIVERSITY,
AND INCLUSION**
3

PROGRAMS

CELEBRATING DIVERSITY

Through a new webpost, *Diversity is our Strength*, we celebrated stories of our diverse members. We launched free BIPOC memberships and welcomed 7 new people to the ACTWS. Our EDI survey aiming to improve understanding of our members' needs and experiences received over 80 responses.

OUTREACH
2

PARTNER EVENTS

We created a video for the Edmonton Wildlife Festival and participated in AEISEC's Local Leaders virtual event through the University of Alberta.

MEMBER AWARDS

Through our scholarships and awards programs, we recognized and support the significant contribution of our dedicated members.

\$4.5K 5

AWARDED

IN STUDENT SCHOLARSHIPS

We awarded three academic scholarships to students in the field of wildlife conservation in Alberta Universities and Colleges.

AWARDS

FOR PROFESSIONAL EXCELLENCE

We celebrated the significant contributions of our members to Alberta wildlife science and management through video awards posted to our website.

FUNDRAISING

Working within our new pandemic realities, we launched several new fundraising initiatives and had great success.

\$20K+

RAISED

WITH OUR 2020 CONFERENCE

Even though our 2020 conference was cancelled, our members and supporters demonstrated their support for the ACTWS by choosing to donate their registration or sponsorship costs. These funds were directed towards offering our 2020 conference online throughout the year.

Fundraising Successes 2020*
in addition to annual conference



SOCIAL MEDIA AND MEMBER EVENTS

We broadened our reach across Alberta through strategic social media posts and outreach events

16

VIDEOS

POSTED TO OUR MEMBERS AREA

We posted videos of all workshops and webinars for our members to enjoy any time. We also posted award videos for all of our 2020 winners.

646

NEW PEOPLE

FOLLOWED US ON SOCIAL MEDIA

We grew our social media presence substantially in 2020 with 227, 179, and 240 new followers on Twitter, Facebook, and Instagram. We also launched a LinkedIn business profile.

337

PEOPLE

PARTICIPATED IN A WEBINAR

Our monthly lunch and learn webinars were well received with nearly all participants finding them highly useful. By December, half of the participants had attended multiple webinars.

36

PEOPLE

PARTICIPATED IN A WORKSHOP

Our two fall workshops were well attended and provided opportunities for subscribers to learn and refine new skills.

2020 Executive

President - Alex Beatty

President Elect - Nikki Heim

Past President - Andrea Morehouse

Secretary/Treasurer - Alyssa Bohart

Director - Dragomir Vujnovic

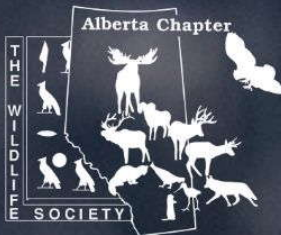
Director - Fauve Blanchard

Director - Jessica Melsted

Director - Chuck Priestley

Student Director - Jenny Foca

Executive Director - Sarah Elmeligi



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