

Canadian Orchid Congress Operational Plan Highlight 2016/2017



1. Education Series & Outreach

- New and updated line-up of education series via Webinars for target audiences with various levels of experience (i.e. novice vs. advanced growers). AS of June 2016, 3 webinars has been posted on our new website. Going forward, the COC will produce a number of new webinars annually. The Webinar software enables the COC to make arrangements with world-renowned speakers easily while containing costs
- To expand our online presence and to enhance our outreach efforts, the Board of Directors will review feasibility of creating a COC YouTube channel, and house some webinars targeted to novice growers (i.e. Repotting)

2. Conservation

- Continue to explore collaboration opportunities with Orchid Species Preservation Foundation (Edmonton, AB), Smithsonian Gardens at the Smithsonian Institute (Washington, DC) on matters relating to Conservation
- Potential development of an Orchid Conservation Network in Canada supported by education tools from one of our partners
- Proposed forum (Date TBD) for all Canadian botanical gardens who have an orchid collection (i.e. Muttart Conservatory, Edmonton; Assiniboine Park Conservatory, Winnipeg; Royal Botanical Gardens; Burlington; Jardin botanique de Montréal, Montreal, etc) to discuss the need for synergies, best-practices and lessons learned, and how COC can help in advancing the Orchidology agenda
- Focused effort in realizing the potential of terrestrial orchids and its positive impacts to the COC and its members societies

3. Other Supports to our Members Societies

- Special discounted rates to COC member societies for online subscriptions of `L'Orchidophile` by Société Française d'Orchidophilie (SFO) (<http://www.sfo-asso.com>)
- BoD will continue to explore feasibility on a COC Annual On-line auction (Canada-wide) housed in our new website, which will provide a somewhat stable income stream via fund raising for societies.
- Continue to plan Membership Conference (September 2016) with guest speaker (Marketing experts) to support members societies in the attraction, recruitment and retention of members.
- Newly renovated and updated website with automation functionalities (membership/insurance renewal; access to education series webinars; application to grants; culture sheets now printed with all COC member societies on back pages, etc.)
- Offer Go-To meeting (similar software as Webinar) to member societies' executive teams to conduct their executive meeting virtually/online if required (advanced reservation required)