

Membership Orientation Manual

Second Edition

March 2021

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**1. Introduction**

The **Society for Ecological Restoration** (SER) was incorporated in 1988 and is a global community of restoration professionals. This includes researchers, practitioners, decision-makers, and community leaders from Africa, Asia, Europe, as well as North and South America.

SER members are actively engaged in the repair and recovery of degraded ecosystems utilizing a broad array of experiences, knowledge sets, and cultural perspectives. SER promotes ecological restoration as a means of sustaining the diversity of life on Earth and re-establishing an ecologically healthy relationship between nature and culture.

The **SER Western Canada Chapter** (SER-WC; the Chapter; Western Canada Chapter) seeks to advance the mission of SER within a local region**.** Our Western Canada Chapter includes several regions of Canada: British Columbia, Alberta, Saskatchewan, Manitoba, the Yukon and the Northwest Territories. The inaugural meeting was held in April, 2000. At this time, the Chapter was called SER-BC and was focused solely on British Columbia. In 2014, the motion was made to expand the geographical scope to reach professionals in a larger area of Canada. The hope was that the geographic expansion would increase membership and serve existing members who live and/or practice restoration outside of British Columbia. Thus, the chapter name was updated to SER Western Canada.

SER-WC represents a diverse group of ecologists, researchers, and practitioners. We come from the ranks of consulting, business, government, universities, interest groups, and the public. The common bond is the concern for the health of local ecosystems, and direct involvement in projects to restore those systems. We operate within the scope of SER’s mission, vision, and values with a specific focus on the unique ecosystems represented in this part of the country.

**The purpose of producing this document is two-fold:**

1. **Guide** current and prospective members in understanding the roles, responsibilities, and tasks associated with SER-WC Chapter Operations; and
2. **Exist as a living record** ofSER and Chapter accomplishments and initiatives.

This document will require periodic revision and updating as new initiatives come to life and as new accomplishments occur.

**2. SER**

SER-WC is a chapter of an international non-governmental organization the Society for Ecological Restoration (SER)**.** There are thirteen regional chapters under the SER umbrella.

SER also provides a platform for thematic sections. There are two thematic section groups under SER: the International Network for Seed-based Restoration (INSR) and the Large Scale Ecosystem Restoration Section (LERS).

**2.1 Board of Directors**

The SER Board of Directors is comprised of dedicated volunteers from a wide range of professional backgrounds with experience in all sectors of the restoration industry and all facets of organizational development.

The Board is responsible for ensuring the fiscal health of the organization (including approving annual budgets), developing policy, conceptual and strategic planning, operations, funding, representing the Society with other organizations and entities, and hiring/firing/managing the Executive Director.

The SER Board typically meets four times each calendar year. Additional information about the SER Board of Directors can be found in the SER Bylaws, available from ser.org.

**2.2 Staff**

SER is led by an Executive Director who is hired by the SER Board of Directors. The duties of the Executive Director include the hiring/firing/management of all other staff, daily operational management of SER including the implementation of strategic priorities, and development and submission of an annual budget to the SER Board for approval.

At present (2020), there are 10 SER Staff that include an Execute Director, Program Manager, Membership Director, Certification Program Coordinator, International Policy Lead, *Restoration Ecology* Editor-In-Chief, *Restoration Ecology* Managing Editor, Social Media Coordinator, and General Staff members.

Additional information about the relationship between the SER Staff and SER Board of Directors can be found in the SER Bylaws, available from ser.org. Descriptions of Staff profiles, and which SER projects/committees individual staff members support can be found on the ser.org website.

**2.3 Committees**

Committees can be established or dissolved by resolution of the SER Board. Committees develop procedures for operation, and generally serve to implement the Society's strategic plan.

Additional information about the relationship between the SER Staff and SER Board of Directors can be found in the SER Bylaws, available from ser.org.

The **Chapter Relations Committee** (CRC) enables chapters to share ideas and strategies, brainstorm solutions to common problems, and learn from each other.

The **North American Coordinating Committee** (NACC) was created to support the development and delivery of North American continental conferences as well as to support the vetting and nomination of 1-3 candidates for the North American Regional Representative seat to the board.

The **Publications Committee** oversees publication of SER’s journal, [Restoration Ecology](https://www.ser.org/page/RestorationEcology), as well as our [Island Press book](https://www.ser.org/page/IPBookTitles) series. Membership of the Publication Committee typically includes several non-board members. The Publications Committee Chair is appointed by the Board Chair.

The **Science and Policy Committee** (SPC) plays an integral role in defining SER’s public positions and maintaining SER’s integrity on [scientific and policy issues](https://www.ser.org/page/SERDocuments) related to ecological restoration. SER cannot issue policy positions without approval of the SPC. The SPC is required to have at least 50% of its membership made up of SER Board members.

The **Emerging Professionals** committee and online networking group facilitates dialogue that identifies, understands, and responds to the unique needs of this segment of our community. The committee is chaired by the Student Representative.

The **Awards Committee** oversees SER’s biannual awards process and program in conjunction with the World Conference. The Awards Committee finalizes the awards that will be given in any particular year, solicits nominations, vets nominations, and chooses awardees. The Awards Committee is typically made up entirely of Board Members, but is not limited to Board Members. The Awards Committee Chair is appointed by the Board Chair.

The **Board Development Committee** is responsible for overseeing elections, including identifying the election timeline, updating nomination requirements, soliciting nominations, vetting nominees, producing the final ballot, and verifying the final election. The Board Development committee is made up entirely of Board Members.

The **Financial Committee** is chaired by the Treasurer and includes two additional members. It meets during the fourth quarter of each year to work with the Executive Director in developing and pre-approving the annual budget.

The **Executive Committee** (ExCom) is made up of all officers plus one at-large member. In addition to serving as the leadership committee of the board and meeting monthly, the ExCom also serves as the conference committee and the personnel committee when such committees are needed.

The **Diversity and Equity Inclusion Committee** is made up of a varied assemblage of SER members, non-members, and staff developing a longer-term plan aimed at fostering sincere organizational change to foster a more equitable and diverse SER.

**2.4 Projects / Activities / Initiatives**

SER leads a number of valuable projects, initiatives and programs that serve the SER-WC membership base, and the broader international SER community as well.

**Projects to: Advance the Science and Practice of Ecological Restoration**

*Restoration Ecology* Journalis a bi-monthly scientific and technical peer-reviewed journal. SER Members receive full access.

TheIsland Presspublishing company collaborates with SER to produce a book series called “The Science and Practice of Ecological Restoration.” There are currently 28 full-length titles in the series. Topics include the scientific principles underlying restoration and the philosophical underpinnings of the discipline, issues and strategies for restoring specific ecosystem types, and field-tested solutions for restoration practice. As the name suggests, the series was born from the overriding goal of creating an international forum for book-length treatments of key concepts and emerging trends in the science and practice of ecological restoration, and to promote its integration within the conservation sciences. Members of SER received a 25% discount on the SER book series and on all other books published by Island Press.

There are many SER Publications that have been developed both independently and in partnership with other entities. Examples include the International Standards and Principles for the Practice of Restoration, 2nd Edition and Ecological Restoration for Protected Areas: Principles, Guidelines, and Best Practice. Those reports and publications can be found online at ser.org and can also be found in the fully searchable resource database in the Restoration Resource Centre.

The Restoration Resource Centre (RRC) is website library that provides a look up function to find a wide variety of resources and publications related to ecological restoration. The RRC’s goal is to be the principle repository for information and tools to support the work of researchers, practitioners, land managers, educators, students, and anyone else interested in restoration. The RRC contains two main databases: a Project Database and a Resource Database.

SER hosts a Webinar Library which includes presentations form global experts from across academia and the applied field, and are presented by SER, regional chapters, and partners. Many Webinars are initially available open access to members and non-members alike. Complimentary access to the webinar archive is included with SER membership.

Certified Ecological Restoration Practitioner (CERP / CERP-IT Program) – This program encourages a high professional standard for those who are designing, implementing, overseeing, and monitoring restoration projects throughout the world. Two levels of certification are offered – the Certified Ecological Restoration Practitioner, and the Certified Ecological Restoration Practitioner-in-Training. Both are valid for 5 years after approval. For more information, please visit ser.org/Certification.

**Projects to: Connect Professionals**

SER hosts a great deal of information on a Website –[www.ser.org](http://www.ser.org).

Social media – SER hosts accounts on Facebook, Instagram, Twitter, and LinkedIn.

SER hosts a Job Board and Internship Board that helps to connect employers with potential candidates.

SER hosts a Member Directory of all SER members (including Western Canada), this information is only available to members. SER also hosts a public Restoration Resource Directory to promote businesses and organizations working in the field.

Since 2005, the SER World Conference has been the premier venue for those interested in connecting with the international restoration community. Our World Conferences are an exciting biennial gathering of experts in the scientific, technical, and socio-economic dimensions of restoring damaged and degraded ecosystems in all biomes and on all continents.

**Table 1.** SER World Conferences

|  |  |  |
| --- | --- | --- |
| **Year** | **Attendees** | **Location** |
| 2021 |  | Online |
| 2019 | 845 | Cape Town, South Africa |
| 2017 | 1,100 | Igassu Falls, Brazil |
| 2015 | 800 | Manchester, England |
| 2013 | 1,200 | Madison, Wisconsin |
| 2011 | 1,000 | Merida, Mexico |
| 2009 | 750 | Perth, Australia |
| 2007 | 4,500 | San Jose, California (joint with ESA) |
| 2005 | 1,000 | Zaragoza, Spain |

The NACC Committee also hosts North American Conferenceswhichtypically every other year (even years, to compliment the SER World Conferences on the odd years). The NACC committee is currently chaired by Mike Toohill (SER New England Chapter) and Thomas Kayne (SER Board Member, based in Oregon).

**Projects to: Support Chapters**

SER hosts a Community Calendar that provides a platform for broadcasting information on Chapter/Section events to the broader SER Community. Access to the calendar is available from the ser.org website.

SER administers a Partnership Fund(by way of the CRC) provides funds to award opportunity grants to chapters and sections for the purposes of building capacity to advance SER’s mission. Examples could include travel awards and grants, events and workshops, and materials development. the dispersal of funding be divided into two categories: competitive matching grants and chapter leadership opportunity grants.

2018 Strategic Plan for Membership **Development** – This 2018 document was produced by SER to provides strategies for membership development. It builds on the 2017 – 2020 SER Strategic Plan. This Plan describe new membership categories (Flex Business Member, Standard Business Member, Organizational Member, Emerging Professional Member).

**2.5 Memorandum of Understanding**

The relationship between SER and the WC Chapter is governed by a Memorandum of Understanding (MOU) (Full Document in Appendices). Both parties signed and agreed to the term of this in December of 2019.

Key Topics included in the MOU Include:

* Responsibilities of SER to the Chapter
* Responsibilities of the Chapter to SER
* Membership fees and revenue breakdown
* Conflict of Interest
* Corporate Sponsorship Guidelines
* Dispute Resolution
* Other administrative details governing the management of SER & SER-WC

All new SER-WC Directors should review the document in its entirety.

**3. SER-WC**

**3.1 Board of Directors**

The Board of SER-WC must consist of, at a minimum, 5 members including a Chair, Vice Chair, Secretary, Treasurer, and, usually, a Past-Chair. SER-WC Directors are volunteers and receive no remuneration for their work.

The Board is the primary agency responsible for:

**Governance –** guiding the organization through policy

**Management –** ensuring resources are available to accomplish work

**Operations** **–** the actual work to be done

**Table 3.** Roles and Responsibilities of SER-WC Directors

|  |  |  |
| --- | --- | --- |
| **Requirement** | **Responsible Party** | **Source** |
| The Chapter agrees to conduct its affairs in a manner that is consistent with the mission of SER and SER’s Articles of Incorporation, Bylaws, Trademark Use and Branding Policies and/or Guidelines, and any other relevant policies and procedures. | All Directors  Media Coordinator | MOU |
| 1. All Chapter Board members are members in good standing with SER.   The Chapter will provide SER, annually, a current list of the Chapter’s officers and directors, including mailing addresses, phone numbers, and email addresses. | All Directors  Secretary | MOU |
| 1. The Chapter will strive to maintain a minimum of fifty (50) active members who are members in good standing with SER, including a minimum of four (4) Standard Business or Business Flex members. | All Directors | MOU |
| 1. The Chapter will strive to provide at least two (2) member benefits per year (e.g. newsletter, workshop, field trip, conference, etc.). | All Directors | MOU |
| 1. As part of this agreement, and to promote membership in the chapter and SER, Chapters will strongly consider setting the difference between member and non-member conference registration rates at a value greater than the cost of full membership. Alternatively, non-member conference and event registration rates could be set proportionally 25-35% higher than member rates | All Directors | MOU |
| 1. When partnering with allied organizations on joint conferences, chapters must ensure that all parties are authorized by registrants to receive personal data, such as contact information, email address, and membership interests. | All Directors | MOU |
| 1. The Chapter provides SER with an annual year-end financial report. | Treasurer | MOU |
| 1. The Chapter provides SER with an annual report listing activities and accomplishments of the prior year by 15 March of each year. | Secretary  Chair | MOU |
| 1. The Chapter abides by its Chapter Recognition Agreement. | All Directors | MOU |
| 1. The Chapter remains current with filing requirements (and payments, if applicable) to governmental authorities). | Treasurer  Secretary  Vice-Chair  Chair | MOU |
| 1. Like SER, the Chapter will treat all people fairly, avoiding ALL FORMS OF discrimination. | All Directors | MOU |
| The president is the chair of the Board and is responsible for supervising the other directors in the execution of their duties.  The president, or an assigned director at-large, shall sit on the SER Chapter Relations Committee, as the Society’s representative.  The **maximum term** of office for the position of president will be two years. | Chair | Bylaws |
| The vice-president is the vice-chair of the Board and is responsible for carrying out the duties of the president if the president is unable to act.  The vice-president or an assigned director at-large shall sit on the SER North American Conference Committee, as the Society’s representative.  To facilitate an orderly flow of duties, the vice-president will normally function as president after serving as vice-president, and the president will function in an advisory capacity as past-president after serving one year as president.  The **maximum term** of office for the position of vice-president will be two years. | Vice Chair | Bylaws |
| The secretary is responsible for doing, or making the necessary arrangements for, the following:  (a) issuing notices of general meetings and directors’ meetings;  (b) taking minutes of general meetings and directors’ meetings;  (c) keeping the records of the Society in accordance with the Act;  (d) conducting the correspondence of the Board;  (e) filing the annual report of the Society and making any other filings with the registrar under the Act.  The **minimum term** of office for the position of secretary will be two years. | Secretary | Bylaws |
| The treasurer is responsible for doing, or making the necessary arrangements for, the following:  (a) receiving and banking monies collected from the members or other sources;  (b) keeping accounting records in respect of the Society’s financial transactions;  (c) preparing the Society’s financial statements;  (d) making the Society’s filings respecting taxes, as required.  The **minimum term** of office for the position of treasurer will be two years.  SERWC is additionally required to submit a report to the BC Ministry once annually. | Treasurer | Bylaws |
| An annual general meeting must be held at least once in every calendar year | Chair  Vice-Chair | Bylaws |
| All Directors are obliged to attend all 12 regular **SER-WC Board Meetings** per calendar year and contribute meaningfully to projects and initiatives. Directors with attendance rates below 50% are subject to expulsion. | All Directors | Bylaws |
| The Chair or at least one Director is to sit on SER’s **Chapter Relations Committee** | Chair | Bylaws, SER |
| The Vice Chair or at least one Director is to sit on the **North American Conference Committee** | Vice Chair | Bylaws |
| The Treasurer or at least one Director is to serve as representative to the **Society for Ecological Restoration – Northwest Chapter** | Treasurer | Bylaws |
| The Secretary or at least one Director is to serve as representative to the **BCIT Student Chapter** meetings. | Secretary | Bylaws |
| At least one Director is to serve as representative to the  **Canadian Society for Ecology and Evolution**. | Vacant | WC ‘18 Strategy |
| At least one Director is to serve as representative to the  The **Wildlife Society Canadian Section**. | Vacant | WC ‘18 Strategy |
| At least one Director is to serve as representative to the  **Canadian Land Reclamation Association and Alberta Chapter**. | Vacant | WC ‘18 Strategy |
| At least one Director is to serve as representative to the  **BC Technical and Research Committee on Reclamation**. | Vacant | WC ‘18 Strategy |
| At least one Director is to serve as representative to the  **Pacific Streamkeepers Federation**. | Vacant | WC ‘18 Strategy |
| At least one Director is to serve as representative to the  **Saskatchewan Prairie Conservation Action Plan Committee**. | Vacant | WC ‘18 Strategy |

**Table 4.** Roles, Responsibilities, and contact information for SER-WC Directors

|  |  |  |  |
| --- | --- | --- | --- |
| **Director** | **Position** | **Location** | **Contact Information** |
| Erin Roberts | Chair | Vancouver, BC | [erin.roberts89@gmail.com](mailto:erin.roberts89@gmail.com) |
| Zachary Moore | Vice Chair | Pincher Creek, AB | [zacharymilosmoore@gmail.com](mailto:zacharymilosmoore@gmail.com) |
| Dave Polster | Past Treasurer | Duncan, BC | [d.polster@telus.net](mailto:d.polster@telus.net) |
| Katherine Stewart\* | Past Secretary | Saskatoon, SK | [katherinejstewart@gmail.com](mailto:katherinejstewart@gmail.com) |
| Darcy Henderson | Past Chair | Kelowna, BC | [darcy.henderson@canada.ca](mailto:darcy.henderson@canada.ca) |
| June Pretzer |  | Victoria, BC | [junepretzer@yahoo.com](mailto:junepretzer@yahoo.com) |
| Andy Owens |  | Vancouver, BC | [andy\_owens@brinkman.ca](mailto:andy_owens@brinkman.ca) |
| Rebecca Wilson | Secretary | Clavet, SK | [rebecca.wilson@stantec.com](mailto:rebecca.wilson@stantec.com) |
| Mae Whyte |  | Fort St. John, BC | [mae.whyte@gmail.com](mailto:mae.whyte@gmail.com) |
| Keith MacCallum | Staff – Media Coordinator | Alma, NB | [kmacc512@gmail.com](mailto:kmacc512@gmail.com);  [**restorewc@gmail.com**](mailto:restorewc@gmail.com) |
| Annette Bosman | Secretary |  | [annette.e.bosman@gmail.com](mailto:annette.e.bosman@gmail.com) |
| Katie McMahan |  |  | [katiemcmahen@gmail.com](mailto:katiemcmahen@gmail.com) |

\**On Leave for one year.*

**3.2 Staff**

SER-WC hires a Media Coordinator to oversee and facilitate many of the administrative, outreach and promotional tasks on behalf of SER-WC.

As per the most recent employment contract the Media Coordinator’s responsibilities include (but are not limited to!):

* Monitor the organizations email account and respond to general emails or forwarding emails of a more complex nature to the appropriate party, within a target 48-hour period
* Update the SERWC website on a weekly basis
* Monitor, build presence, and update social media accounts such as Facebook, Twitter, Linkedln and Instagram on a timely basis
* Produce a quarterly e-newsletter and distribute to SERWC membership base
* Attend monthly board meetings and keep board members updated on status of tasks and activities
* Pursue and update advertising opportunities both for the quarterly newsletter in relation to a special events/conference. Confirm advertisers with Board prior to inclusion in e-newsletter, and any other outreach material.
* Promote advertising opportunities to restoration-related and appropriate organizations, individuals, and businesses.
* Maintain and update list of organizations, individuals, institutions, and businesses involved with ecological restoration related activities in British Columbia, Alberta, Saskatchewan, Manitoba, Yukon, and Northwest Territories with the purpose of raising awareness of SERWC throughout Western Canada.
* Encourage associated organizations, individuals, and businesses to submit content for the e-newsletter, website, and social media, as appropriate.
* Maintain a list of newsletter subscribers including email address and phone numbers.
* Support other initiatives of the board as requested and agreed upon in monthly board meetings.
* Submit monthly updates to the Chair, Vice Chair, Secretary, Treasurer, and other Directors as determined by the Board.
* Be familiar with and comply to Section 6 of Canada's Anti-Spam legislation July 2014.

**3.3 Projects / Initiatives / Activities**

To complement the offerings of SER, the Western-Canada developed a 2018-2020 strategic plan with the following goals.

* Connecting restoration practitioners to the best knowledge and practice; and
* Promoting ecological restoration to the public, government, private sector, and land managers.

To advance the Connecting part of the mission we need a membership that feels empowered to initiate and carry out activities that will foster communities of restoration practitioners. That empowerment comes from ensuring accessibility: local, short-duration, low or no cost, all ages and knowledge-levels.

To advance the Promoting part of the mission we need a membership informed and supportive about SER standards and guidelines, certifications, and scientific publications developed by the international membership. The information is passively available but must be actively promoted to reach the membership and beyond.

**Projects to: Connect Professionals and Promote Restoration**

The SER-WC Website (<https://chapter.ser.org/westerncanada/>) is hosted through the main SER website ([www.ser.org](http://www.ser.org)). SER-WC publishes materials of interest to restorationists both within Western Canada, and in other areas.

The Restoration Showcase is an opportunity for SER-WC to highlight the restoration being done in the provinces and territories of Western Canada. If you have a project that you would like to submit, please contact restorewc@gmail.com.

The Restoration Tips are submitted by students of the Ecological Restoration course at the University of Saskatchewan. They are updated monthly during the school year, so check back often!

The quarterly Newsletter is a chance to showcase and share news from SER-WC and the world of ecological restoration. It contains important updates, details on upcoming events, and news articles of interest to restoration practitioners in Western Canada.

SER-WC aims to host a Webinar at least once every two months. These webinars are supported by SER and hosted through their system. They are made available in the SER Webinar Library afterwards, and can be made open access upon request.

**Table 5.** SER-WC Webinars

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Title** | **Speaker** | **Attendance** |
| 29 June 2020 | M.Sc. Projects | Kate O’Neill, Abby Wu, Shantanu Dutt | 39 (74% of registration) |
| 7 May 2020 | Natural Processes for the Restoration of Drastically Disturbed Sites | Dave Polster | 101 (63% of registration) |
| 4 April 2020 | Interim Reforestation of Soil Stockpiles | Amanda Schoonmaker | 75 (68% of registration) |
| 29 January 2020 | Legal Framework to Protect Aquatic Habitats in Saskatchewan | Alex Blais-Montpetit | 66 (80% of registration) |

SER-WC hosts an Annual General Meeting each year, typically in the fall. We often combine the ‘business’ portion of the meeting with some speakers, a workshop, field trips and/or social events to keep our members engaged and learning.

**Table 5.** SER-WC Annual General Meetings

|  |  |  |
| --- | --- | --- |
| **Year** | **Location** | **Attendance** |
| 2020 | Online | 16 |
| 2019 | Saskatoon, SK | 16 |
| 2018 | Calgary, AB | 61 |
| 2017 | Vancouver, BC | 11 |
| 2016 | Kelowna, BC | 29 |
| 2015 | Canmore, AB | 9 |
| 2014 \* SER-WC | Not Documented |  |
| 2013 | BCIT, Burnaby BC |  |
| 2012 | Not Documented |  |
| 2011 | Not Documented |  |
| 2010 | Galiano Island |  |
| 2009 | Desert Centre - Osoyoos, BC |  |
| 2008 | Not Documented |  |
| 2007 | Not Documented |  |
| 2006 | Not Documented |  |
| 2005 | Not Documented |  |
| 2004 | Not Documented |  |
| 2003 | Not Documented |  |
| 2002 | Not Documented |  |
| 2001 | Not Documented |  |
| 2000  \*SER-BC | Cowichan Lake Research Station, MFLNRO |  |

SER-WC also hosts major conferences less frequently to bring a larger community of practitioners together.

**Table 6.** SER-WC Conferences

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Title** | **Location** | **Attendance** |
| 2021 (Prospective) | Adapting Restoration Practices to a Changing Climate | Eugene, OR  (In conjunction with SER-NW) |  |
| 2018 | Restoration for Resilience | Simon Fraser University  Burnaby, BC |  |
| 2009 | SER-BC Conference | Desert Centre, Osoyoos |  |
| 2006 | SER-BC Conference |  |  |
| 2004 | Restoration on the Edge | Victoria, BC | 800+ |

**Other Projects / Initiatives / Ideas in Development**

An enthusiastic board generates many ideas for development.

* Grants/Scholarships
  + Provide scholarships for indigenous students studying restoration related subjects in post-secondary school
* Publications
  + Do project drivers affect adherence to Society for Ecological Restoration (SER) principles in Western Canada? (*Research* *survey pilot to be completed in the Kootenay region of BC, September 2020. WC expansion to follow.)*
* Business Development (from Lead Document)
  + Contact businesses within Western Canada that are currently working within and/or on ecological restoration projects.
  + Define the advertising outlets and services that SERWC can provide for potential clients
  + Develop and execute advertising agreement for three (3) clients by end of 2019
  + Recruit 3 new Business Memberships (either standard or flex categories) by the end of 2019 (and maintain relationships with them)
* Events (from Lead Document)
  + Plan one to two events per year (October through September) in each province/territory included in Western Canada Chapter.
    - Provide these events at low to no cost to our membership;
    - Plan for one to two student-focused events;
    - Host 2-3 booths at related conferences; and
    - Hold a workshop at the Annual General Meeting
  + Plan one conference every two to three years, considering the time and location of other potential conflicts (ie. events hosted by SER, NACC, CLRA, etc.)
    - Rotate conference amongst provinces/territories, and in relation to membership
* Media Outreach (from Lead Document)
  + Create and maintain a sponsorship package for distribution to potential sponsors/advertisers
  + promote advertising on SERWC website by contacting previous sponsors, advertisers, speakers of AGM’s, conferences, providers, and associated organizations such as universities, companies, and contractors
  + maintaining contact with previous sponsors, and contractors informing them our new initiatives, changes, or sponsorship opportunities, and work them as a place to promote their company or brand
  + Coordinate social media campaigns and press releases related to upcoming events (work in conjunction with Media Coordinator)
  + Create and maintain a list of media contacts useful to our organization and familiar with environmental communication/topics
  + Connect with one potential sponsor/advertiser every month
* Membership Development (form Lead Document)
  + Maintain membership directory and report back to Board at the AGM on membership statistics (e.g., numbers, demographics, categories, trends)
  + Establish and coordinate the **Regional Committee** (1 member from BC, AB, SK, MB, YK, NWT)

## 3.4 Annual Work Plan Summaries

### 2021

2021 is the first year of a new initiative to create and adhere to annual work plans. A summary of the work accomplished under this directive will be written into this section in 2022.

**4. Membership**

SER members study and practice restoration in almost all ecosystem types – from prairies, savannas, and forests to tidal estuaries, freshwater wetlands, and coral reefs. Our membership includes practitioners, academics, professionals from the corporate sector and public agencies, conservation groups, university research departments, environmental consulting firms and more.

**4.1 Benefits**

* **Professional Development** 
  + Enables you to volunteer on SER Committees, Enroll in Continuing Education Programs, present at a SER conference/webinar, publish in *Restoration Ecology*.
  + Reduced rates for Certified Ecological Practitioner Program
  + Feature work in SER newsletter, member spotlights, priority consideration for features in Restoration Resource Centre
  + Access to SER Job Board, discounts on job postings,
* **Networking**
  + Access to SER Network (3,000 professionals across 76 countries)
  + Discounted rates for SER World Conference, Chapter conferences/events and continental conferences
  + Complimentary membership to one regional chapter
* **Resources**
  + Subscription and access to *Restoration Ecology* Journal
  + Subscription to SERNews (bi-monthly member newsletter)
  + Subscription to *Restore* (monthly news roundup)
  + Discounts to subscriptions to our partner journals: *Ecological Restoration, Native Plants Journal,* and *Ecological Restoration and Management*.
  + 35% discount on all John Wiley and Son’s book publications and 25% discount on all Island Press Books, including titles in the [SER-Island Press Book Series](https://www.ser.org/page/IslandPress).
* **Impact**
  + Bringing SER to the global stage to advance international policy
  + Plan, implement, and direct the future of the field through conference planning, governance, ensuring rigorous research, and high-quality standards for the field of restoration.

**4.2 Fees**

**Table 7.** SER Membership Fees and revenue breakdown (2019)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **SER Share** | **Chapter Share** | **Partnership Fund Contribution** | **RE Fund** | **Total** |
| Individual | $50 | $16 | $4 | $15 | **$85** |
| Retiree | $25 | $6 | $4 | $15 | **$50** |
| Emerging Professional | $20 | $6 | $4 | $5 | **$35** |
| Equity\* | $20 | $5 | $0 | $0 | **$25** |
| Restorer | $265 | $16 | $4 | $15 | **$300** |
| Open Doors\*\* | $0 | $0 | $0 | $0 | **$0** |
| Lifetime | $1,500 | $300 | $50 | $100 | **$1,950** |
| Organizational | $250 | $80 | $15 | $75 | **$420** |
| Standard Business Member | $802 | $128 | $200 | $125 | **$1,250** |
| Flex Business Membership | Business member decides breakdown | | | | **$2,500** |
| **Green Boxes =** Individual Membership  **Blue =** Business / Organizational Memberships  \* Equity memberships are explicitly intended for those who could not otherwise afford membership and are provided on the honour system  \*\* Open Doors memberships are explicitly intended for those who could not otherwise afford membership. These one-time memberships require SER approval before benefits are activated. | | | | | |

Full details on membership categories and pricing is available from:

<https://www.ser.org/page/Membership>

**4.3 SER-WC Membership**

SER-WC is one of the largest chapters of SER. Some information on membership is in the table below.

**Table 8.** SER-WC Membership Statistics as of 2020 AGM (November 2020)

|  |  |
| --- | --- |
| **By Location** |  |
| BC | 98 |
| AB | 47 |
| SK | 7 |
| MB | 1 |
| NWT | 1 |
| YT | 1 |
| **By Type** |  |
| Individual | 101 |
| Emerging | 42 |
| Business/Organization | 6 |
| Retiree | 5 |
| Honorary | 2 |
| Student Groups | 1 |
|  |  |
| **Total Members** | **176** |

**Appendix A - Supplementary Documents**

**SER Guiding Documents**

* SER Code of Ethics (2020)
* SER Bylaws (2016)
* SER Conflict of Interest Policy (2017 Draft)
* SER Conflict of Interest Annual Disclosure Letter (2017 Draft)
* SER Corporate Sponsorship Guidelines (2016)

**SER-WC Related Documents**

* SER-BC Bylaws (2013; *still active*)
* SER-BC Constitution (2013; *still active*)
* SERWC Bylaws (2020; *not passed at 2020 AGM*)
* SERWC Constitution (2020; *not passed at 2020 AGM*)
* SERWC Strategic Plan for Membership Development (2018)
* SERWC Connect and Promote Strategy (2018-2020)
* SER-SERWC Memorandum of Understanding (2019 MOU)

**Legislation Related Documents**

* BC Societies Act (2015)
* BC Societies Act - Societies Regulation (2016)