



Loudoun Wildlife Conservancy

January 2010

Strategic Plan 2010 - 2015

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Strategic Planning

- ▶ Strategic Planning is a process that identifies where an organization is now, where it is going and how it intends to get there
- ▶ Strategic planning is:
 - A logical, sequential process that enables leaders to plan for the future
 - A process that provides focus and establishes priorities – defining what a business will and will not do
 - A methodology to reduce risk by focusing on implementing “results” versus “activities”
 - A process that links day-to-day activity to the business goals and objectives
 - A frame of reference to constantly prioritize, align and orient tactical operations, competencies and resources across the entire organization
- ▶ Loudoun Wildlife Conservancy conducts an annual review of its Strategic Plan to monitor progress against our goals and objectives and update actions.
- ▶ Every 3 years, we revisit our environmental scan to identify key changes that need to be addressed at a goal or objective level

Strategic Planning – Framework



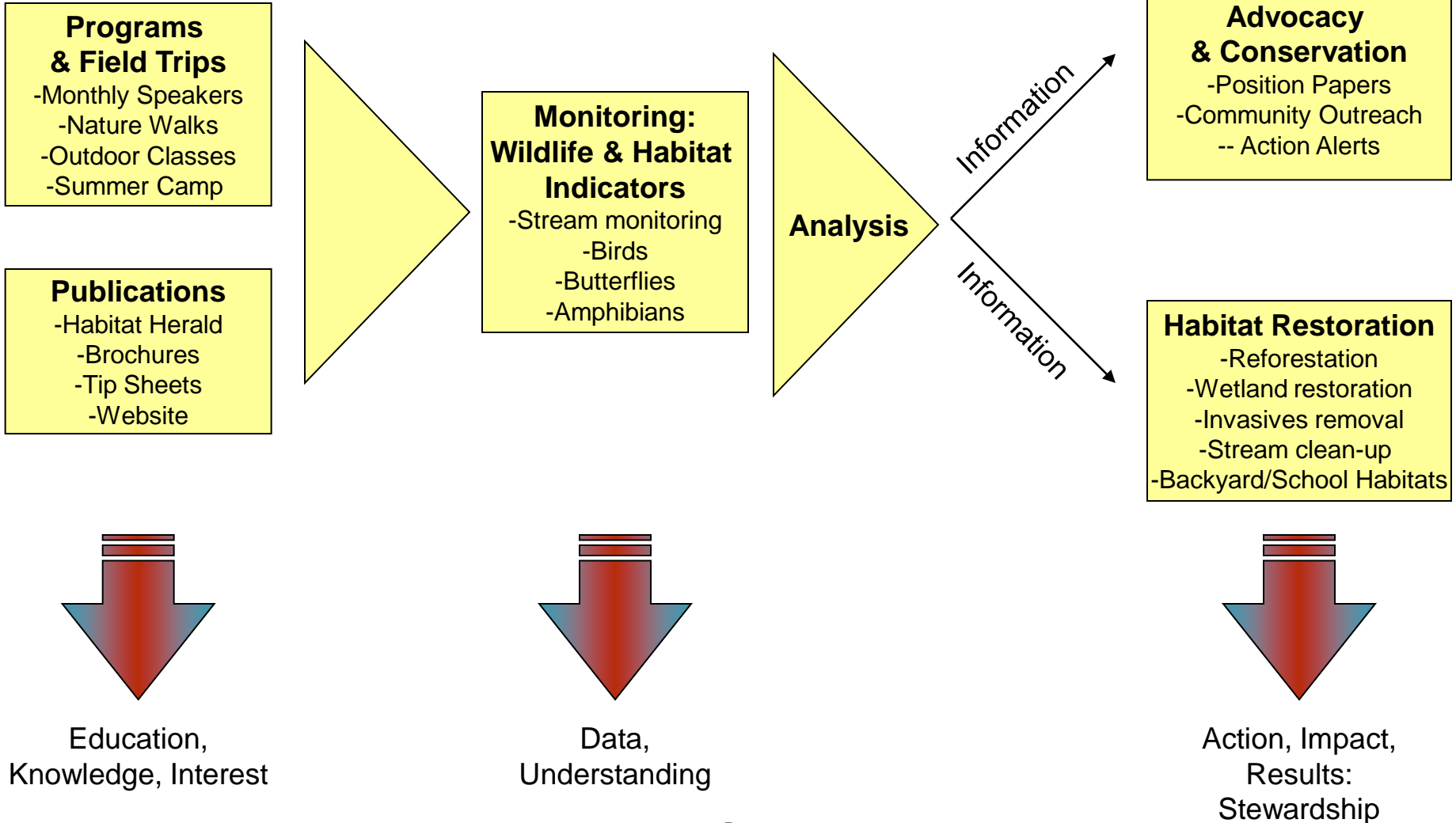
LWC Vision, Mission, Goals and Objectives

Vision: A county where people live in balance with wildlife and act with understanding of the value and importance of nature.

Mission: Promote the preservation and proliferation of healthy wildlife habitats throughout Loudoun County by fostering an understanding of the value of nature and providing opportunities for applying that knowledge for the betterment of the natural environment.

Goal 1: Have groups of local citizens across Loudoun protecting and restoring habitats in their neighborhoods	Goal 2: Be recognized as a resource in the community for environmental issues	Goal 3: Offer a variety of opportunities for people to become involved in the natural world	Goal 4: Be Loudoun's voice for wildlife and habitat	Goal 5: Have an organization structure and infrastructure that keeps pace with the demands of our mission
<p>Objectives:</p> <ul style="list-style-type: none"> ▶ Encourage and develop the next generation of Loudoun's stewards for the environment ▶ Develop a significant membership across Loudoun ▶ Conduct monitoring programs in all areas of Loudoun ▶ Engage residents in local environmental issues that impact wildlife and its habitat ▶ Conduct habitat restoration projects across Loudoun ▶ Develop an active volunteer corps ▶ Encourage individuals to protect & restore habitat in their own backyards and engage with their HOAs 	<p>Objectives:</p> <ul style="list-style-type: none"> ▶ Formalize distribution of LWC Materials ▶ Develop relationships and partnerships that enable LWC to have a broader reach and keep our voice at the forefront ▶ Understand the interests of citizens in learning about wildlife and habitat ▶ Strengthen LWC brand and name recognition throughout the county 	<p>Objectives:</p> <ul style="list-style-type: none"> ▶ Improve outreach to citizens and engagement of them ▶ Ensure that programs engage new target groups ▶ Better engage and support of volunteers in our programs ▶ Offer programs and field trips in neighborhoods 	<p>Objectives:</p> <ul style="list-style-type: none"> ▶ Identify Loudoun's critical habitat areas ▶ Educate public and Board of Supervisors on environmental issues ▶ Mobilize membership on action alerts ▶ Influence changes to County environmental policies 	<p>Objectives:</p> <ul style="list-style-type: none"> ▶ Review organization structure to ensure that it meets the needs of the functions we perform ▶ Establish mechanisms that enable more seamless coordination across committee chairs ▶ Have centralized IT tools that support committee operations ▶ Measure and track organization performance measures ▶ Evaluate the need for paid staff ▶ Evaluate the need for a physical presence recognized as Loudoun Wildlife Conservancy

LWC Core Functions



LWC Values

Volunteerism	<ul style="list-style-type: none"> ▶ Seek and promote volunteerism ▶ Value all levels of involvement ▶ Maintain volunteer leadership (e.g. Board) while using some paid support
Integrity	<ul style="list-style-type: none"> ▶ Reliable ▶ Honest ▶ Spend funds responsibly ▶ Walk the talk
Inclusiveness	<ul style="list-style-type: none"> ▶ Involve the entire community (age, culture, geography, non-partisan) ▶ Don't preach to the choir – we educate the non-believers as well
Issue and Science-based Orientation	<ul style="list-style-type: none"> ▶ Stand up on local issues ▶ Use data to defend/communicate positions ▶ Use issues to educate
Teamwork	<ul style="list-style-type: none"> ▶ Transfer skills ▶ Build new leaders ▶ Share ideas and new ways of doing things ▶ Engage people at all levels of involvement ▶ Use teams to execute committee tasks where appropriate
Collaboration	<ul style="list-style-type: none"> ▶ Work with organizations with common goals and interests in Loudoun and beyond ▶ Team together for a cause ▶ Share ideas and lessons learned