



## **Loudoun Wildlife Conservancy**

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**Strategic Plan 2006 - 2010**

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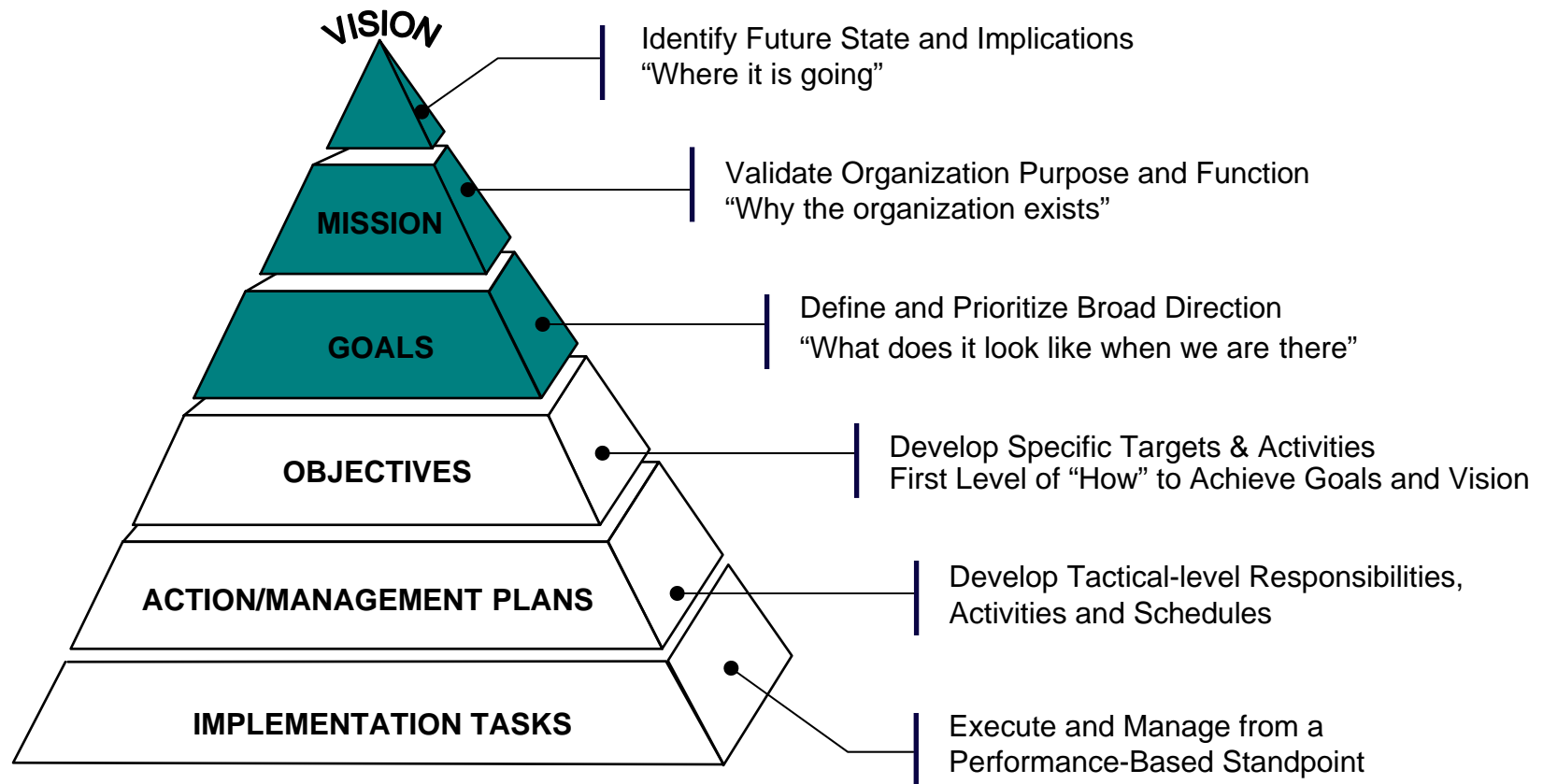
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# Strategic Planning

- ▶ 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

# 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

**Objectives:**

- ▶ Engage and develop the next generation of Loudoun’s stewards for the environment
- ▶ Offer programs & field trips in people’s neighborhoods
- ▶ Develop a significant membership across Loudoun
- ▶ Conduct monitoring programs in all areas of Loudoun
- ▶ Engage residents in Local environmental issues
- ▶ Conduct habitat restoration projects across Loudoun
- ▶ Develop an active volunteer corps

**Goal 2:** Be recognized as a resource in the community for environmental issues

**Objectives:**

- ▶ Gather and apply scientifically relevant data from monitoring programs
- ▶ Develop and distribute publications across Loudoun
- ▶ Develop partnerships that enable LWC to have broader impact
- ▶ Develop relationships with the press to keep our voice at the forefront
- ▶ Gain greater name recognition, awareness of what we do

**Goal 3:** Offer a variety of opportunities for people to become involved in the natural world

**Objectives:**

- ▶ Understand the interests & motivations of the different target groups
- ▶ Develop means to reach out to our successors
- ▶ Engage our successors in leading activities, taking on roles in org.
- ▶ Strengthen existing Programs
- ▶ Launch new programs

**Goal 4:** Be Loudoun’s voice for wildlife and habitat

**Objectives:**

- ▶ Identify Loudoun’s critical habitat areas
- ▶ Speak to local groups, HOAs
- ▶ Speak at public hearings, write LTEs
- ▶ Engage businesses and reward environmentally friendly practices
- ▶ Mobilize membership

# Goal 1

**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	2007 Initiatives	Success Indicators
<ul style="list-style-type: none"> <li>▶ Engage and develop the next generation of Loudoun’s stewards for the environment</li> <li>▶ Offer programs &amp; field trips in people’s neighborhoods</li> <li>▶ Develop a significant membership across Loudoun</li> <li>▶ Conduct monitoring programs in all areas of Loudoun</li> <li>▶ Engage residents in Local environmental issues</li> <li>▶ Conduct habitat restoration projects across Loudoun</li> <li>▶ Develop an active volunteer corps</li> </ul>	<ul style="list-style-type: none"> <li>▶ Find more leaders for programs and field trips in new locations</li> <li>▶ Tighten and standardize our handbook, databases and processes</li> <li>▶ Create a habitat restoration methodology which includes finding people to accomplish it</li> <li>▶ Prepare brochure/website info on “Loudoun’s Great Places”</li> <li>▶ Understand current membership in relation to geography and current issues and identify gaps in membership in relation to these things</li> <li>▶ Increase membership</li> <li>▶ Celebrate volunteers</li> </ul>	

# Goal 2

**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 2: Be recognized as a resource in the community for environmental issues	2007 Initiatives	Success Indicators
<ul style="list-style-type: none"> <li>▶ Gather and apply scientifically relevant data from monitoring programs</li> <li>▶ Develop and distribute publications across Loudoun</li> <li>▶ Develop partnerships that enable LWC to have broader impact</li> <li>▶ Develop relationships with the press to keep our voice at the forefront</li> <li>▶ Gain greater name recognition, awareness of what we do</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establish an effective working relationship with ANS to ensure an outlet for children's programs</li> <li>▶ Explore and recommend partnerships with similarly minded organizations that strengthen our programs</li> <li>▶ Develop a marketing suite to compliment LWC brochure</li> <li>▶ Begin to man fair booth with amateur naturalists and materials (our publications and field guides etc) to provide answers to questions</li> </ul>	

# Goal 3

**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.

<b>Goal 3:</b> Offer a variety of opportunities for people to become involved in the natural world	<b>2007 Initiatives</b>	<b>Success Indicators</b>
<ul style="list-style-type: none"> <li>▶ Strengthen existing programs</li> <li>▶ Launch new programs</li> <li>▶ Understand the interests &amp; motivations of the different target groups</li> <li>▶ Develop means to reach out to our successors</li> <li>▶ Engage our successors in leading activities, taking on roles in org.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Rebuild Stream monitoring</li> <li>▶ Expand bird surveys, e.g. Important Bird Areas</li> <li>▶ Launch Amphibian Monitoring, Habitat Restoration, Conservation Advocacy</li> <li>▶ Identify areas where threatened flora and fauna live</li> <li>▶ Partner with other organizations to provide nature camps</li> <li>▶ Offer programs &amp; field trips in people's neighborhoods</li> <li>▶ Conduct data gathering to understand interests of target groups</li> </ul>	

# Goal 4

**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 4: Be Loudoun's voice for wildlife and habitat	2007 Initiatives	Success Indicators
<ul style="list-style-type: none"> <li>▶ Identify Loudoun's critical habitat areas</li> <li>▶ Speak to local groups, HOAs</li> <li>▶ Speak at public hearings, write LTEs</li> <li>▶ Engage businesses and reward environmentally friendly practices</li> <li>▶ Mobilize membership</li> </ul>	<ul style="list-style-type: none"> <li>▶ Develop tools (e.g environmental stewardship guidelines/best practices)</li> <li>▶ Delineate wetlands in Loudoun County</li> <li>▶ Develop group of members who will support conservation advocacy actions</li> <li>▶ Implement the Green Business award</li> <li>▶ Develop kitchen table advocacy tools</li> <li>▶ Further develop relationship with Dulles Greenway and other organizations that own/manage critical habitat areas</li> </ul>	

# LWC Core Functions

