

Travis Audubon 2018

STRATEGIC PRIORITIES



**TRAVIS
AUDUBON**
Listen. Look. And Learn.

VISION STATEMENT

Inspiring Conservation through Birding

MISSION STATEMENT

We promote the enjoyment, understanding, and conservation of native birds and their habitats.

VALUES OF TRAVIS AUDUBON SOCIETY

We respect and honor the natural world we inherited and embrace a commitment to protect and preserve it for future generations.

In acknowledgement of rapid urbanization, we see our role as educator, steward, and promoter of environmental ethics.

We value quality, honesty and integrity in all of our actions.

We value birds, other wildlife and the diversity of habitats that support them.

We promote strategies that foster environmental ethics.

We are a professional, effective, and efficient organization that is committed to excellence and accountable to all of our stakeholders, funders, partners and members

GOALS & OBJECTIVES

GOAL 1:

Increase & diversify funding to support Travis Audubon to achieve its mission.

Objective 1-A: Write FY20 Fundraising Plan

INDICATORS:

1. Reorganize Finance and Fundraising Committees by 3/2019
2. Identify available funding sources, timing of additional funding and draft projected plans and roles by 1/17/2019
3. Integrate Sanctuary Committee Plans with Fundraising plans to budget accordingly by 2/28/2019

Objective 1-B: Develop long-term Fundraising Plan (FY21-24)

INDICATORS:

1. Complete by 3/2020

Objective 1-C: Develop Long-term plans for our Sanctuaries

INDICATORS:

1. Complete Chaetura Canyon Management Plan by Fall/2019
2. Develop Blair Master Plan by 3/2020

GOALS & OBJECTIVES CONT.

GOAL 2:

Increase advocacy & conservation efforts to support Travis Audubon public policy agenda.

Objective 2-A: Review & update Advocacy Plan

INDICATORS:

1. Complete and approve plan by 3/21/2019

Objective 2-B: Integrate Advocacy Plan throughout TAS activities (field trips, education, monthly meetings, sanctuaries, newsletters & social media)

INDICATORS:

1. Create a Communications plan incorporating Advocacy

Objective 2-C: Increase TAS influence among policy makers in county & city governments

INDICATORS:

1. TAS representatives attend BCP Coordination Committee quarterly
2. Meet with CoA & TC reps & coordination committee & managers about land
3. Meet with Hornsby Bend / Austin Water Director
4. Take part in Hornsby Bend stake holder meetings.

GOALS & OBJECTIVES CONT.

GOAL 3:

Increase outreach to new communities, including youth & diverse audiences.

Objective 3A: Increase participation by 10% for ages 7-17 in field trips, sanctuary youth activities

INDICATORS:

1. Establish a baseline of participation data.
2. Identify all youth activities from Fall 2017-Fall 2018 and number of youth participants.
3. Produce a report to YAC identify data gaps in youth activities
4. Develop forms to try to fill data gaps
5. Work with YAC to maximize reach through social media and working with schools, scouts and other youth groups.

Objective 3B: Increase by 10% new adult memberships and participation in field trips/classes reflecting a broader diversity of age, ethnicity & socioeconomic status by March 2020

INDICATORS:

1. Establish a baseline of participation data.
2. Identify current membership diversity
3. Identify data gaps
4. Determine methods to identify adult membership diversity
5. Identify methods to increase diversity

Objective 3C: Increase by 10% TAS volunteers to facilitate new youth & adult programs by Fall 2020

INDICATORS:

1. Establish a baseline of activity data

GOALS & OBJECTIVES CONT.

GOAL 4:

Build a sustainable organization grounded in best practices and future planning.

Objective 4-A: Increase capacity by hiring a Development Staff person by end of calendar year 2019

INDICATORS:

1. Develop job description for Development Staff by 1/17/2019
2. Secure board approval for Development Staff hiring proposal by March 19 board meeting
3. Advertise and hire Development person by 12/20/2019

Objective 4-B: Increase capacity by entering into 3 new collaborations/partnerships with LMOs for program expansion

INDICATORS:

1. Query staff/board/committees on potential collaborators (survey) by 3/21/2019
2. Start outreach to priority collaborators by Fall 2019

Objective 4-C: Streamline Board Governance

INDICATORS:

1. Establish Board Governance Committee to oversee board membership transition, training, policy reviews, bylaws updates, policies and procedures updates and reviews
2. Establish regular ED review schedules