

New Hampshire Association of Conservation Districts (NHACD)

STRATEGIC PLAN 2019 – 2023

(This is a living document, subject to NHACD Board directed interim changes, revised Aug 2019)

GOAL #1: Improve effectiveness through COMMUNICATION

1. Coordinate the avenues by which districts communicate.

- a. Decide which tools districts are most interested in and develop a plan to use them.
- b. Maintain an active Website with a Directory of members, a comprehensive Calendar of events, monthly Blog posts, success story reports & pictures, educational videos, and links to all partners.
- c. Develop and implement, workshops, tours, teleconferences, and displays for public events including those of partner organizations.

GOAL #2: Continue to develop ACTIVE & ENGAGED SUPERVISORS

1. Ensure that roles, responsibilities, and expectations are clear and operations are easy and rewarding for volunteers to participate in.

- a. Develop a revised Handbook for supervisors.
- b. Provide supervisor training options through multiple venues and opportunities.
- c. Join NH Center for Non-Profits and promote attendance to workshops & seminars.

2. Work to assure that Board Meetings are engaging and welcoming.

- a. Reach out to partners for recruiting new Board members.
- b. Seek people who have passion and energy with demonstrated conservation interests.
- c. Encourage supervisor reports of what they are personally up to, as part of the Agenda.
- d. Periodically bring cooperators to meetings to talk briefly about ongoing projects.

3. Develop opportunities for rewarding relationships across boundaries.

- a. Find ways to introduce/connect supervisors to organizations they may not be familiar with that share similar organizational needs.
- b. Provide funding for travel/conference fees to NACD, NHACD and other similar meetings.
- c. Host restaurant meet-ups or other networking and social events across county lines.

4. Develop projects that will engage the set of skill on the board, and also serve to attract new skills to the Association.

- a. Know and understand skill sets and motivations to enable matching of supervisors to projects.
- b. Make participation project-based, so that supervisors have ownership and continue with communication outside of regular meetings.
- c. Develop a directory of supervisors that lists each supervisor's skills and interests.

GOAL #3: Strengthen conservation through ADVOCACY

1. Assist districts with their outreach and advocacy work.

- a. NHACD to facilitate a process by which districts identify statewide conservation issues that each district can support, raise awareness on that issue and carry out a plan of action to be decided on with the help of the districts.
- b. Analyze and keep abreast of the changing environment for districts and locally led conservation and develop strategies on how districts can grow with them.
- c. Communication work: NHACD Website; Directory, Blog, photos, videos, action alerts.

2. Develop a consistent, specific, and uniform message about the value, benefits and work of conservation districts.

- a. Create brochures of success stories.
- b. Develop talking points.
- c. Create brochure of success stories.

- 3. Enhance existing partnerships and develop new ones whose mission and objectives are similar to ours.**
 - a. Establish reciprocal memberships with likely partners, such as NH Farm Bureau, NE Farmers Union, NH Timberland Owners Assoc., NH Assoc. of Conservation Commissions, etc.
 - b. Invite them to participate in projects.
 - c. Meet at least once/year with partner leaders to find common issues to be presented to state and/or federal legislators.
- 4. Conduct federal legislative outreach efforts related to natural resource conservation issues and conservation funding as identified by the NHACD Board.**
 - a. Participate with NACD on legislative efforts.
 - b. Hold at least one meeting / tour annually with federal legislators and their key staff.
 - c. Reach out to legislators during election cycles and post elections.
- 5. Educate NH decision makers, such as legislators (especially the county delegations), commissioners and administrators of state departments, about the work of conservation districts and the NHACD.**
 - a. See that the views and policies of the NHACD are presented to the appropriate agencies and committees.
 - b. Enlist conservation district representatives to attend events organized by politicians, candidate forums, and at meetings of elected officials or staff listening sessions in NH towns or cities within their district.
- 6. Engage schools and young people in learning about conservation through leadership and support for the *NH Envirothon Program*, participation in *Ag in the Classroom* and other programs to build a new generation of conservation leaders.**