

WATERFOWL

C H E S A P E A K E ®



The next four years...
September 2016

Image courtesy Chesapeake Bay Program



2

Values – **Why** we do what we do.



- ▶ Waterfowl Chesapeake's core values reflect that we are community-centered, that we are passionate about our region's unique waterfowling heritage and resources, and that stewardship of both natural and cultural resources - across boundaries and divides - is vital.
- ▶ We express these three core values as Community is First – Our region's waterfowl-related culture is unique – Stewardship is all Inclusive.



Mission – What we do.

3

WC supports waterfowl-related constituencies of the Bay watershed by:

- **servicing** as a neutral convener for exploring issues and finding solutions,
- **engaging** and educating people and communities about the benefits of healthy waterfowl habitats and populations.
- **connecting** financial resources with environmental needs,

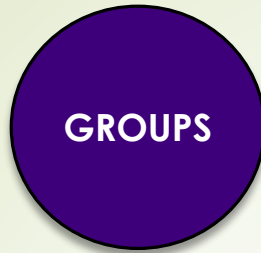


Vision

WC envisions Bay communities in which present and future generations cherish the beauty of abundant waterfowl thriving in their habitat throughout the Chesapeake Bay watershed and nearby coastal bays.

Mission detail:

4



SERVE as a neutral convener for exploring issues and finding solutions

- ▶ WC can *become* **the convener** for waterfowl-related constituencies and communities such as:
 - ▶ **Community organizations** – supporting their needs for collaboration, funding and technical support
 - ▶ **Conservationists and sporting groups** – supporting the need for them to work collaboratively and creatively for waterfowl conservation solutions of mutual benefit
 - ▶ **Artists, innovators, creatives** – supporting their needs for central, community-oriented sites for their creative work and energies
 - ▶ **Federal and state agencies** – supporting their needs for neutral entities that have the flexibility to assist with moving initiatives and discussions forward

Mission detail:

5

PEOPLE

ENGAGE and educate people & communities about the benefits of healthy waterfowl habitats and populations

- ▶ WC can strive to become **the source** for information and programs related to
 - ▶ **Projects in communities** – supporting strategic projects that benefit waterfowl and regional habitat expansion in ways that connect locally and with larger Bay habitat restoration goals
 - ▶ **Best conservation practices** – supporting interests of landowners, birders and educators
 - ▶ **Current wetland & waterfowl science** – supporting the interests of researchers, the scientific work being done by graduate students, volunteer groups and non-profit organizations
 - ▶ **Programs** – supporting the interested public, conservationists, enthusiasts, landowners and communities

Mission detail:

6

DOLLARS
/ NEEDS

CONNECT private resources with
environmental needs

- ▶ With dedicated funding from Waterfowl Festival, WC can uniquely position itself as **the funder** for local and regional projects in the areas of
 - ▶ **Community** – supporting initiatives at the intersections of waterfowl conservation and communities
 - ▶ **Education** – supporting educational institutions and non-profit groups who are teaching current and future generations of conservationists, enthusiasts and educators
 - ▶ **Research** – supporting the scientific work of graduate students, volunteer groups and non-profits
 - ▶ **Restoration and conservation** – supporting strategic projects that benefit waterfowl and regional habitat enhancement in ways that connect with larger Bay habitat restoration goals

Mission: Connect, engage and serve through funding, educating and convening.

5 Focused Initiatives

VISION: Communities in which present and future generations cherish the beauty of abundant waterfowl thriving in their habitat throughout the Chesapeake Bay watershed and nearby coastal bays.

Strategy Map: How we will do our work.

1. Funding (F)

CREATE A UNIQUE, CONSERVATION & COMMUNITY-FIRST FUNDING PROGRAM

F1: Revise program structure & guidelines

F2: Develop review process & engage reviewers

F3: Create plan to market/announce program

2. Education (E)

CULTIVATE A CULTURE OF COMRADERIE, EXCITEMENT & LEARNING

E1: Create calendar of events/programs for 2017

E2: Create plan for ongoing, relevant, educational online content

E3: Cultivate creatives such as artists, educators, etc.

3. Marketing (M)

POSITION & PROMOTE WC

M1: Develop & execute a branding campaign to increase visibility

M2: Create new, engaging WC website & related print materials

M3: Re-establish regular communications with supporters (newsletters, etc)

4. Organization (O)

ENGAGE & RECRUIT A DIVERSE WC COMMUNITY

O1: Initiate conversion of supporters to members

O2: Build relationships with federal & state colleagues

O3: Conduct outreach across region to targeted stakeholder groups

5. Resources (R)

ENHANCE & STRENGTHEN ORGANIZATIONAL RESOURCES

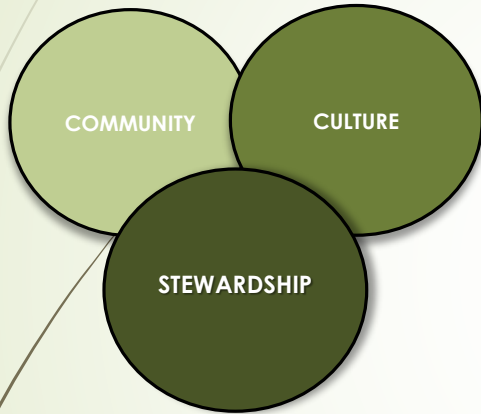
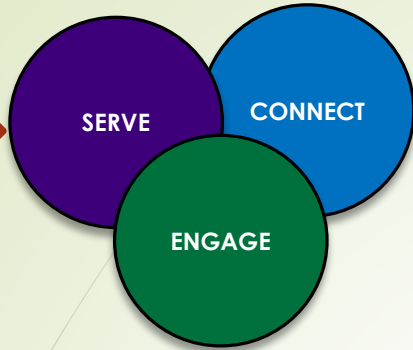
R1: Enhance financial strength & development efforts

R2: Evolve operations for improved efficiency

R3: Improve physical plant & its infrastructure

Summary

8



MISSION



guided by core
VALUES



with focused
ACTIONS



for sustainable
RESULTS