The next four years...
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.

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

- **serving** 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:

**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:

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
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.

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.

5 Focused Initiatives

Strategy Map: How we will do our work.

1. Funding (F)
   - F1: Revise program structure & guidelines
   - F2: Develop review process & engage reviewers
   - F3: Create plan to market/announce program

2. Education (E)
   - 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)
   - 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)
   - 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)
   - R1: Enhance financial strength & development efforts
   - R2: Evolve operations for improved efficiency
   - R3: Improve physical plant & its infrastructure
Summary

MISSION

guided by core VALUES

with focused ACTIONS

for sustainable RESULTS

SERVE

CONNECT

ENGAGE

COMMUNITY

CULTURE

STEWARDSHIP

FUNDING

EDUCATION

RESOURCES

ORGANIZATION

MARKETING