



Wachiska Audubon Society

Strategic Focus for 2022-2024:
Building Relationships
Advocating and Educating for the Environment
Caring for Tallgrass Prairies
Strengthening Internal Operations

Updated December 2021v2

Mission Statement

The mission of the Wachiska Audubon Society is to bring people together to preserve and restore native tallgrass prairies and other natural ecosystems, promote birding, support native wildlife, provide nature education opportunities, and advocate for sustainability of the natural community of which we are all a part.

Strategic Focus for 2022-2024:

Building Relationships
Advocating and Educating for the Environment
Caring for Tallgrass Prairies
Strengthening Internal Operations

Focus Area 1: Building Relationships

Wachiska Audubon Society more fully achieves its mission through relationships. We will focus on increasing membership, utilizing technology, improving communication, and engaging volunteers.

- **Priority for 2022:**
 - Successfully implement the online membership database
 - Prepare for the chapter's 50th anniversary.

Focus Area 2: Advocating and Educating for the Environment

Wachiska Audubon Society desires to utilize its resources and people to advocate for care of the environment. This will be accomplished through educational programs and formal advocacy efforts.

- **Priority for 2022:**
 - Reinvent how we approach advocacy as a chapter.
 - Continuation of school and family activities.

Focus Area 3: Caring for Tallgrass Prairies

Wachiska Audubon Society is responsible for managing and conserving 32 pieces of land, totaling approximately 920 acres throughout 16 counties. A plan for sustaining this important effort includes partnering with the Northern Prairies Land Trust and addressing maintenance of easements.

- **Priority for 2022:** Review the Prairie Legacy inspection report and address maintenance of easements.

Focus Area 4: Strengthening Internal Operations

Wachiska Audubon Society seeks internal operations that will support current objectives and long-term sustainability for the organization. Operations will be strengthened through a review of internal policies, procedures, and governance.

- **Priority for 2022:** Update the bylaws, policies, and procedures.

-

Focus Area 1: Building Relationships

Owner(s): Linda Brown, Dylan Aufdenkamp, Mark Brohman

Objective: Increase the number of Wachiska Audubon Society Friends from 300-400.

Year One Priorities (2022)

- 1) Implement an online membership database.
 - a. Explore use of texting to communicate projects and events.
 - b. Utilize the sorting function to target people in different counties.
- 2) Plan for the chapter's 50th anniversary (2023).
 - a. Arlys will continue writing the history.
 - b. Research with Arlys what was done to celebrate the 25th and 40th anniversary.
 - c. Pursue working with Ducks Unlimited (Doug Larson) for a fundraising event.
 - d. Create a planning committee. Arlys to provide prospective committee members with a long history with Wachiska. Ideas include:
 - i. Distribute cookies/leadplant tea during farmer's market.
 - ii. Create prairie plant cookbook.
 - iii. Work with local brewery to produce a special WAS brew.
 - iv. Review early Babbling Brook newsletters and write a monthly article during the year.

Year Two Priorities (2023)

- 1) Celebrate the chapter's 50th anniversary
- 2) Review progress on year one and set priorities for years two and three.

Year Three Priorities (2024)

- 1) Review progress on years one and two and set priorities for year three.

Focus Area 2: Advocating and Educating for the Environment

Owner(s): Linda Brown, Marilyn McNabb, Kristal Stoner

Year One Priorities (2022)

- 1) Continue climate work as part of the mission of the whole organization. Identify primary partners – issues focused:
 - a. Nebraska State Table Energy Call, Plymouth Church Environmental Group, Audubon Nebraska, Green Sanctuary at Unitarian Church, Gene Hanlan’s Group (Mayor group TBD).
 - b. Be strong supporters for the city as move forward on climate advocacy efforts.
 - c. Make public the advocacy work we are doing – put letters, testimony, etc. on our website (other social media).
 - d. Identify small steps like – backyard habitat, native plants, water reduction, good climate steps. Consider an annual award for backyard habitat.
- 2) Coordinate with Legislative Committee on state legislation.
 - a. Reinvent how we approach advocacy as a chapter (legislative committee, etc.) We are ready to put together a proposal (Linda Brown, Marilyn, Mary R, Kristal Stoner).
 - b. Consider how to re-engage the larger membership.
 - i. Ask them more often.
 - ii. Action alert.
 - iii. Ask to self-identify as people that want to participate in advocacy.
 - iv. Provide training.
- 3) Familiarize chapter on federal climate related ag legislation. Ask national staff to speak to the general meeting or small groups.
- 4) Develop a process for quick, strategic action.
- 5) Create a policy statement that creates priorities (sideboards). Include climate, water, prairie, and landowner actions.
- 6) Move away from using language of human population but talk about the human impacts like urban sprawl, food sustainability.
- 7) Policy statement will be approved by the board.
- 8) Continuation of school and family educational programs. Patty and Tim

Year Two Priorities (2023)

- 1) Review progress on year one and set priorities for years two and three.

Year Three Priorities (2024)

- 1) Review progress on years one and two and set priorities for year three.

Focus Area 3: Caring for Tallgrass Prairies

Owner: Conservation Committee (Ross Scott, Chair)

Year One Priorities (2022)

- 1) Review Prairie Legacy report and develop follow up plan.
- 2) Explore funding for additional easements.
- 3) Meet with all owners of easements. Determine who should represent Wachiska.
- 4) Work to maintain the easement properties better.
- 5) Explore ways to promote diverse species of plants in tallgrass prairies.

Year Two Priorities (2023)

- 1) Encourage and support burns on tallgrass prairies.
- 2) Encourage spraying invasive red clover, brome.
- 3) Finalize an action plan for addressing easements.
- 4) Meet with Northern Prairies Land Trust to evaluate MOU and partnership.

Year Three Priorities (2024)

- 1) On site reviews of properties and easements.
- 2) Ensure relationship with Northern Prairies Land Trust is successful for all involved.

Focus Area 4: Strengthening Internal Operations

Owner: Theresa Pella

Year One Priorities (2022)

- 1) Update the bylaws.
 - a. Establish the by-laws subcommittee by February.
 - b. Provide a draft by-law revision to the full board by July.
 - c. Elevate the Diversity statement recently put on the website to policy or by-laws.
 - d. Examine existing Committees and consider combining, eliminating or adding committees.
- 2) Develop procedures for sending e-mails and alerts to board members and/or members.
 - a. Who approves: Executive Director and/or President? Should the appropriate Committee Chair be consulted? Can a Committee Chair approve, or do they need the President and/or Executive Director's input/approval to initiate an e-mail or alert?
- 3) Insurance coverage should be reviewed annually or at least every two years. Cybersecurity needs to be considered.
- 4) Update the Charity Navigator website information to potentially increase Wachiska's score. Mark
- 5) Continue to advertise to members and others that they can give to Wachiska every time they order from Amazon by taking a few easy steps. Publicize this as much as possible.
- 6) Look into where our funds are invested and if there is potential to have input into areas we would prefer funds to be or not to be invested. Mark
- 7) Explore establishing a college chapter.

Year Two Priorities (2023)

- 1) Establish a college chapter.
- 2) Build a sustainable donor development funding model.
- 3) Review progress on year one and set priorities for years two and three.

Year Three Priorities (2024)

- 1) Review progress on years one and two and set priorities for year three.