

BHAS STRATEGIC PLAN 2019-2024
ADOPTED 3/7/2019

PILLAR 1. ENVIRONMENTAL EDUCATION

Goal 1. Develop new classes

Strategy 1. Recruit trained teachers by approaching, asking, and advertising through our regular communication channels

Strategy 2. Offer new short class in the coming year

Strategy 3. Offer one new short class outside Thurston County

Goal 2. Collaborate with schools

Strategy 1. Get WA state 3rd grade science curriculum standards

Strategy 2. Develop Adopt-A-School program by finding volunteers and 2 teachers to develop objectives and curriculum details.

Strategy 3. Expand Olympia Youth Audubon Society by developing a marketing plan

Goal 3. Develop new/adult learning opportunities

Strategy 1. Develop speakers list with topics

Strategy 2. Start book club

PILLAR 2. RECREATION AND ENRICHMENT

Goal 1. Find and develop cadre of field trip leaders

Strategy 1. Recruit new leaders by personal invitation

Strategy 2. Pair new leader with experienced leader when needed

Strategy 3. Make available field trip leader guidelines

Goal 2. Increase attendance at program meetings

Strategy 1. Put information about meetings in Olympian, Mixx96.1, Facebook, Meetup.com

Strategy 2. Explore other advertising media options

Goal 3. Broaden and increase field trip participation and sites

Strategy 1. Explore sites in Lewis, Mason, and Thurston counties by questioning members

Strategy 2. Increase advertising for field trips.

PILLAR 3. PROTECTING OUR ECOSYSTEMS

Goal 1. Reduce risks from and costs associated with climate change by taking action to lower greenhouse gas emissions and implement adaptation strategies.

Strategy 1. Coordinate with state and local organizations and advocate for a price on carbon emissions and the wise implementation of new, renewable energy alternatives, and other methods that will reduce greenhouse gas emissions in Washington State, while remaining cognizant of direct effects on birds and other wildlife.

Goal 2. Protect the biological diversity and ecosystem services in BHAS area.

- Strategy 1. Identify and prioritize types of local wildlife habitats (such as prairie, wetland, forest, shoreline, riparian), as well as buffers and geographical regions of strategic importance such as watersheds, in Thurston, Mason, and Lewis Counties.
- Strategy 2. Identify threats to priority habitats
- Strategy 3. Monitor and notify Conservation Committee (CC) members of updates/changes to local comprehensive land use plans, environmental regulations, and specific large-scale developments.
- Strategy 4. Respond to specific plan and regulation changes, development threats, and conservation opportunities.
- Strategy 5. Partner with other environmental organizations to accomplish conservation priorities.

Goal 3. Develop new member activists and expertise

- Strategy 1. Continue to write articles for *Echo* and *Chirps* on specific habitat threats and conservation opportunities including why our actions help conserve habitat, as well as process steps, focusing on what individual members can do to help.
- Strategy 2. At meetings, facilitate letter, postcard, or email writing to public officials by providing materials and short, sample messages or talking points; at meetings or on line, have petitions to sign
- Strategy 3. Attract volunteers by personal contacts, conducting advocacy training, and offering small, bit-sized jobs to activists on specific conservation projects. Maintain a list of, or keep in touch with, interested individuals.
- Strategy 4. Identify members with needed expertise for research, grant writing, etc., by conducting a survey of members on specific expertise and by seeking recommendations of likely experts from like-minded organizations.

Goal 4. Increase public awareness of political and environmental threats to local habitats

- Strategy 1. Address issues through communication channels: *Echo*, *Chirps*, website, social media, program meetings, Olympia Youth Audubon Society (OYAS), school classrooms.
- Strategy 2. Reach out to the Olympian editorial board regarding upcoming issues.
- Strategy 3. Submit letters to the editor, seek interviews on local media, sponsor and/or participate in forums on conservation issues.

PILLAR 4. ORGANIZATIONAL CONCERNS

Goal 1. Nurture leadership and consider leadership options

- Strategy 1. Form Ad Hoc committee to explore options on leadership development.
- Strategy 2. Send Board recommendations and Board votes on proposal
- Strategy 3. Membership votes (if needed) at special election
- Strategy 4. Implementation of new leadership at annual meeting

Goal 2. Increase outreach to the community and diversity of members

- Strategy 1. Evaluate membership data
- Strategy 2. Evaluate public outreach materials
- Strategy 3. Produce Family Birding Backpacks to encourage broader participation in birding. Fulfill our commitment of 54 backpacks in the Timberland Regional Library

system. Expand Birding Backpacks project to involve special populations such as tribes, immigrants, and disabled veterans.

Strategy 4. Do outreach at community events to actively recruit new members including events that attract diverse audiences.

Strategy 5. Expand outreach to other organizations by creating and distributing our speaker list

Goal 3. Re-establish the Ways & Means Committee, which has been dormant

Strategy 1. Recruit members for the Committee in a manner that facilitates coordination with other relevant committees (especially Annual Dinner and Membership) and who ideally include individuals with a financial or development background and select a chairperson.

Strategy 2. Revise bylaws to include totality of Committee's responsibilities and to rename.

GOAL 2. Reinvest funds from expiring CD in a more effective manner.

Strategy 1: Get input from Board as to priorities for those funds (e.g. risk tolerance; relative weight of social consciousness vs. return on investment; time frame)

Strategy 2. Collect information about options and weigh them according to Board's priorities.

Strategy 3. Board meets to select an investment instrument based upon the Committee's recommendations. Treasurer is directed to purchase the fund.

GOAL 3. Devise a long-term fundraising and investment strategy.

Strategy 1. Develop a sense of our ideal financial situation, i.e. how much income do we need each year to meet our idealized needs. What would we do with more funds if we had them? Are we or are we not facing limitations on what we do because of cost?

Strategy 2. Do a cost/benefit analysis of different fund-raising options, such as bequests, grants, etc.

Strategy 3. Have Board sign off on a long-term fund-raising plan.

Goal 4. Improve communications with members and the local community and reduce costs.

Strategy 1. Enhance and regularly update website.

Strategy 2. Develop monthly e-news "Chirps".

Strategy 3. Continue ECHO and switch to electronic subscriptions in 2019.

Strategy 4. Continue monthly programs and expand to Lewis and Mason Counties

Goal 5. Create a new committee to solicit and coordinate participants for avian science and habitat conservation projects.

Strategy 1. Survey members to determine participants in existing projects: National – Climate Watch, Breeding Bird Survey, Christmas Bird Count, Backyard Bird Count. State – COASST, Pigeon Guillemot Surveys, Seabird Surveys. Local – Purple Martin Nest Boxes and Monitoring, Bluebird Nest Boxes and Monitoring.

Strategy 2. Develop potential projects