

## High Country Audubon Society Strategic Plan 2017-2022

Area	Administration	Chapter Sustainability and Improvement	Outreach/Publicity	Bird Conservation
<b>Goals</b>	Operate chapter business efficiently	Keep members and board engaged; expand membership activity level	Expand the % of chapter area residents interested in birding	Increase the numbers and diversity of bird populations in the chapter area
<b>Measurables</b>	Number of hours spent on administration, \$ raised for operations	Turnover rate of board members (# new board/total) & participation of members & board	Number of new members, with emphasis on surrounding counties; social media hits; field trip & mtg participation	Number of areas increased or improved with native plantings; areas of wetlands restored or created; areas improved through removal of non-native plants
<b>Outcomes</b>	Sustainable operating budget (tbd)	Upward trend in participation	Upward trend in participation	Upward trend in native plant numbers and in native habitats improved
<b>Strategies</b>	<p>Conduct regular chapter meetings</p> <p>Maintain sustainable operating budget</p> <p>Utilize website effectively</p> <p>Utilize social media efficiently</p> <p>Utilize national/state Audubon publicity</p> <p>Develop primary communication method</p>	<p>Survey members to determine goals and desired activities</p> <p>Task individual members with small projects</p> <p>Reconstitute committees for major responsibilities</p> <p>Conduct yearly planning meeting with membership</p> <p>Re-engage with Audubon NC</p>	<p>Hire intern to develop publicity /outreach program</p> <p>Initiate Communities of Faith program</p> <p>Initiate community/club events/classes</p> <p>Upgrade bird walk program</p> <p>Implement regular field trip schedule</p> <p>Implement program for area schools</p> <p>Initiate ASU club within chapter</p> <p>Implement periodic newspaper article submission</p> <p>Partner with area organizations benefitting birds/ bird habitat</p> <p>Continue scholarship programs</p>	<p>Solidify/expand IBA adoptions</p> <p>Continue to implement Backyard bird counts/ breeding bird surveys</p> <p>Continue Christmas and spring bird counts</p> <p>Continue to engage in hawk watch</p> <p>Steward local area parks</p> <p>Reconstitute working stewards program</p> <p>Develop plan for native plant program</p> <p>Proactively become involved in planned projects to direct beneficial bird outcomes</p> <p>Assist Audubon NC with species specific projects</p> <p>Continue/expand efforts on gov't lands</p> <p>Initiate organic Christmas tree farm project</p>