

North Coast Land Conservancy's Vision

We are all a part of Oregon's coastal landscape: people, wildlife, farmers, small businesses, developers, corporations, schools municipalities, and private landowners all coexist and depend on trees, plants, soil, water, roads, buildings and bridges. We are all active participants in the complex community of the coastal bioregion we live in, and we all share the responsibility of its stewardship now and in to the future.

At North Coast Land Conservancy, we focus our stewardship actions with a mission that holds conservation at its core. Whether we are working on land acquisition projects, facilitating habitat development or participating in outreach programs with the community, our feet remain firmly rooted to the land, as we look ahead to our goal: a fully functioning coastal landscape where healthy communities of people, plants and wildlife all thrive.

Strategic Plan - 2010

North Coast Land Conservancy works towards achieving landscape connectivity from ridge tops to ocean to ensure a stewardship future of a functioning coastal bioregion

Goal #1: NCLC will facilitate and build cooperative relationships to define and achieve common goals for Coastal Stewardship with in our initiative areas.

- Review and Implement prioritized Standards and Practices
- Compile, Review and Understand potential collaborators plans and goals in order to find common ground and reach shared goals.
- Develop base maps of initiative areas that show context and connectivity of landscapes and ownership that reveal the best conservation tool for specific sites.

Goal #2: NCLC will creatively increase unrestricted money to \$125k this fiscal year.

- Develop a major donor program and identify an asker to work with Teresa to "work the list" asking for gifts this year.
- Develop a business program using existing businesses as the model.
- Discuss with a bank/lawyer a planned giving program approach
- Emphasize relationship building, and give the board members a way to play to their strength in fundraising.

Goal #3: NCLC develops its leadership with support systems through committees and board development to ensure organization stability.

- Chair along with staff will finalize detailed work plans (and template) based on this strategic plan for all committees, prioritizing three critical committees: Board Development, Fundraising and Outreach, and Stewardship and Conservation
- Schedule regular board development meetings including recruitment of new members, and board member engagement in fundraising as top priority
- Staff provides tools for advocacy to advance fundraising goals
- Uses standards and practices and this strategic plan as a monthly guidance tool to evaluate and make decision on projects and programs

Goal # 4: NCLC supports its board members and staff having a balanced personal and work life as part of its vision for sustainability.

- Executive Director will work with staff to create annual work plans that are realistic and allow for a 30-40 hour/week commitment
- Complete board and staff self evaluations as a check-in and a forum for goal setting and success celebration
- Disperse the weekend program commitments (ie Field days, Gateway programs) among all board, staff, and committee members to reduce the load on individuals
- Develop a simple questionnaire for board and volunteers that really highlights their favorite part of NCLC in order to play to those strengths