

TOPIC Strategic Plan 2016-2021	GOALS	DATE DUE	STEPS	Y= accomplished N=not accomplished p=partially accomplished
Finance and Fundraising EC will develop a diverse platform to increase finance sustainability. Financial Sustainability	EC will obtain 1 new corporate sponsor over \$1,000 by the end of each fiscal year for the next 4 years.	June 30, 2017 June 30, 2018 June 30, 2019 June 30, 2020	Stacey is taking the lead on this to contact Subaru for a corporate sponsorship. Possibilities: Thad Montgomery Rural Electric Gary Fulton (Oil and Gas) Robindale for stewardship costs	P letters going out December 2016
	By 2021 we will have 1 multi-year corporate donor/sponsor with a contract.	June 30, 2021	Subaru Robindale	
	Prepare an annual budget adopted in May and do a semi-annual review/revision.	June 30, 2016 June 30, 2017 June 30, 2018 June 30, 2019 June 30 2020 June 30, 2021	Done at annual meeting and July board meeting 2016 Done at 6/6/ 2017 Board Meeting	Y Y
	Prepare profit and loss statement monthly.	Each month	Done with quick books	Y
	Promote monthly or yearly sustainable giving into membership 2016/2017 using face book/email and web site to get 2 new sustainable givers.	Dec 30, put something in play on a regular basis June 30 th , 2017 for members	Revise web site. Tara and Cindy Highlight sustainable giving At the end of the year think about sustainable giving.	
	Develop benefits for members and corporate membership.	June 30, 2017 1/2017	<ul style="list-style-type: none"> Look for other businesses that would give a free drink or a % discount for EC members IE, Commonplace Coffee, Spaghetti Benders, Naps, local places, Bobs, Romeo's, Home- made restaurant. Make poster and give cling to each vender. 	Y: 12/2016 have 6 so far Y: 12/2017: 7 participants.

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			<ul style="list-style-type: none"> Develop what we can do for a corporate membership – IE for a substantial yearly donation (\$2,000 a year they get a link on our website, newsletter space for article from them and their logo (200), 	
	General fundraising	Yearly Silent Auction: January 2018	Continue sales opportunities: Silent auction – look for a partner FOP/LWV? Talk to them and perhaps do a silent auction in January of 2018. Where to display the items?	P
	Estate Giving Donations	12/2018	<ul style="list-style-type: none"> Do we need to look into a change or addition to by-laws for estate giving? Procedure? Ask WPC? Other non-profits? 	Y:3/2018: Approved Written Policy for Endowments
Memberships Develop a more diverse membership that reflects the county.	Facebook every few months for monthly sustainable giving.	Every 2 months		Y: on Website. Assigned to IUP Intern 2018.
	Identify ways to reach out to outdoor and sporting clubs as well as Home School Associations for membership and involvement by January of 2018. (IE education for family and children (geocaching, tracking, Tree id, hunter safety, etc.)	1/31/2018	Hunter safety course – who is doing it already – is there a need. – Tried in the fall and was told no need this fall. Asked VISTA to check into it for 2017.	Y: Hunter Safety organized for Fall 2018. Y: Geocaching Trail established 11/2017.
	Create more family child events to attract younger families.	June 2019	Family day at Tanoma?	P

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Marketing Develop marketing strategy to achieve EC mission.	Create a social media schedule of postings for annual basis	annually		Y: Use Hootsuite for Twitter/Facebook.
	Market different/new membership levels for sustainable giving on social media every two months, and meetings annually.			Y
	Create corporate sponsorship packets for promotion for presentation by September 2016.			Y
	Continue present announcements, practices and relationships for events through the next 5 years.			Y
Volunteer/VISTA/Staff Increase awareness of volunteer opportunities available for trained, professional and other positions where training will be provided.	Increase trained environmental education volunteers by 5	by July 2017.	<ul style="list-style-type: none"> • Check with IUP to see if there are environmental ed. students who want practical experience • Promote at spring and fall events • Make a flier to highlight 	P
	Social media to promote volunteer needs		Create a schedule to highlight needs on social media. Highlight Environ. Ed in the spring, others at different times.	Y: IUP Service Office for Workstudy.
	Update our listing with Human Resources / Career Link by December 2016 and review and maintain yearly.	Fall 2016	Revised 11/2016	P
	Seek people with professional skills needed by EC graphic design, attorney, grant writers, etc.		Create a schedule to highlight needs on social media. Highlight Environ Ed in the spring, others at different times.	Y: Have attorney.

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Board Increase diversity and breadth of skill sets on the board.	Continue to add new board members each year to the board.	May of each year	<ol style="list-style-type: none"> 1. Identify potential board members by current board members. 2. Recruit by direct approach by asking them (sponsors, partners, members, etc.) to come to board meetings and seeing how we work 3. Utilize Human Resources with job descriptions for board positions. 	2016 – Y 2017 – Y 2018 - Y
PROGRAM Natural: Maintain current programs to continue and to protect and improve water quality in Indiana County.				
	Establish whether we have a problem at Tanoma – evaluate the new Trompe system and determine steps if we need to take additional action as to the quantity and quality of water.	2016 Dec 2018	<ul style="list-style-type: none"> • Install Trompe • Evaluating what else needs to be done 	Y P 2018: P
	Explore possibility of funding for new wetland area by end of 2018.		Decided that plant regrowth is good and pond is not needed	Y
	Evaluate and develop a plan for handling of sludge at Tanoma by 2018-2019.	Tentative plan 2016	<ul style="list-style-type: none"> • Received suggestions for long sleeve filled with sludge and laid out on land in between ponds to dry. • Will need to re-evaluate when it is necessary. 	Y

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	Continue with water monitoring throughout the county working with other organizations to accomplish water protection and preservation through 2021	Ongoing		Y
	Extend land trust holdings to protect watersheds in the county.	December 2016	Investigate Robindale offer for bat easement	2017:P 2018: Y
	VISTA to develop an ECO tour plan or strategy with partners by November 2018.	Ongoing through 11/2018	<ul style="list-style-type: none"> • Build list of sites • Map of tours • Actual tour • Development of variety of ways to do tours 	2017: Y
	Manage and maintain Eco Tour through 2021.	November 2018	Plan sustainability	Y
	Partner with others to do environment projects that protect and enhance stream banks and land use such as riparian buffers zones, tree plantings, boat launches, watershed protection, etc.	On going	<ul style="list-style-type: none"> • YC tree planting – Rotary Grant • Bank stabilization • Riparian buffer zone plantings • Storm water projects • Stream clean ups 	2017: Y
Cultural: Develop future stewards of our land and water resources and support best management practices.				
	Continue to promote use and awareness of renewable energy through hands-on experience and demonstration at Tanoma through 2021.	On going	Brochures and Environmental Ed. Classes	Y
	Develop future stewards our land and water	Ongoing	Programs & Tour Development	2017: Y

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	resources through environmental education programs and our self-guided Tanoma Site.			
	Utilize geocache and earth cache to encourage knowledge about AMD	7/2016 Ongoing	<ul style="list-style-type: none"> • Reestablish geo cache after construction • Maintain equipment in earth cache 	Y
Historical: Create a link between our heritage and what Evergreen Conservancy does today. (the need for EC today)				
	Identify and connect with miners from the Tanoma area through 2021.			2017: Y
	Schedule meetings to brainstorm ideas about the project with community members and IUP students.	Dec 2017	<ul style="list-style-type: none"> • Research which professors might be interested in a project like this • 	Y
	Draw in the corporate sponsor from mining industry.	12/2016 12/2017	<ul style="list-style-type: none"> • Conservation stewardship from Robindale • Research who is in business in Indiana 	P
	Create a program or educational material for or about Tanoma miners.	4/2107		4/2017 Program: Y
	Launch a 2018 event for miners to launch the oral history program		Contact Amanda Pool and Jim Dougherty to see if there is any interest in pursuing this project.	
	Develop oral histories by 2021.			

NEXT STEPS

Everyone review this document ... if you want to add/change to it please do so. We can also add specific steps to any item. With dates and specifics if possible.

- Make this a topic on old business at board meetings to devote 15 minutes at ease board meeting for success or development
- Possibly a Strategic plan committee in the future.
- Develop a chart for goals and objectives that we can all see, dates due, accomplishments, etc. so we can see what we are doing and where we have to go.
- Packets for corporate packages... how it looks and what is in it.
- Short and long term goals.
- Remember get volunteers in that are not necessarily board members. Get people to board meetings to help with something specific.