



Strategic Plan Summary

Mission: To partner with communities across our state in conserving, enhancing, and restoring the physical and ecological values of Oregon's greatest wetlands for current and future generations.

Context

Our boots are in Oregon's wetlands. Founded in 1981, we work with communities statewide to permanently protect, conserve, and restore Oregon's greatest wetlands.

Wetlands clean and recharge our water supply, provide critical fish and wildlife habitat, and protect our communities from floods. They are some of the most biologically rich and productive lands in our state.

Despite many gains, we are losing the exceptional biological diversity that Oregonians cherish. We have more work to do.

Key Trends:

- Ocean fisheries are being depleted
- Estuary habitat is disappearing
- Demands are growing for river water
- Critical wetlands are being converted and fragmented

Strategies

- Conserve and restore Oregon's greatest wetlands
- Share the stories of Oregon's greatest wetlands
- Serve as a trusted leader and guide for wetland conservation and restoration
- Build financial resources and resource development capacity
- Strengthen organizational infrastructure
- Nurture our learning culture



Key Milestones

1-2 Years

- Oregon's Greatest Wetlands Status and Trends Report completed (2003-2013)
- 2-year evaluation completed for conservation areas based on 10-year report findings
- Site plans in place for active projects
- Protocols established to prioritize additional projects for acquisition and/or support
- Initial social media strategies evaluated and implemented
- Improved wetland science and analysis, e.g., regional conservation plans, and updates to Oregon Wetland Explorer
- Fundraising plan adopted by Board of Directors and implemented
- Regular monitoring of compliance with accreditation standards and practices
- Updated staffing plan and committee structure
- Board development practices codified
- Continued participation in the Land Trust Alliance to strengthen our practices and peer network
- Bi-annual strategic plan review sessions to monitor, celebrate, and update

Outcomes

3-5 Years

- Conservation goals are achieved with sound science and dynamic community partnerships.
- We are the "go to" resource for wetland science, conservation, and best practices in Oregon.
- People in our conservation areas across the state are stewarding Oregon's greatest wetlands.
- Public awareness of wetlands has increased among stakeholders in our conservation areas.
- We are continually expanding the network of protected wetlands.
- Our volunteers and donors are engaged and informed, leading to increased participation and financial support.
- Our staff, Board members, and committees are energized and effective.
- Our accreditation is maintained and serves as a touchstone for excellence in governance and operations.

Values: Interconnection • Community • Science • Learning • Resilience • Legacy