

Strategic Plan

2023-2028

Goal 1: Leverage Biological and Social Science to Inform Management and Conservation

Strategy 1: Identify socio-ecological factors affecting bird populations to inform conservation actions

Objective 1: Build social science capacity by funding collaborative partnerships and new internal positions

Objective 2: Lead analyses and integrated data products (IMBCR, BBS, and eBird) to understand the spatial and temporal drivers of population dynamics

Objective 3: Expand and implement coordinated bird monitoring and research across the full annual cycle

Objective 4: Leverage data and technology to understand migratory ecology

Strategy 2: Identify and address socio-ecological factors that influence adoption and retention of conservation practices

O1: Hire Applied Conservation Scientist to support science and stewardship integration, and engage key partners on conservation delivery

O2: Fund and implement voluntary incentive-based conservation programs

O3: Create landowner focused outreach and educational opportunities

O4: Create data-informed programs to address behavioral change and adoption of voluntary conservation

O5: Understand landowner resource concerns and barriers to the adoption of voluntary conservation across rural and urban landscapes

Strategy 3: Co-produce science to monitor the effectiveness of conservation practices

O1: Design effectiveness monitoring studies, conduct analyses, and create data products to address key partner led resource/management concerns

O2: Leverage collaborative partnerships to implement adaptive management

O3: Leverage monitoring data to inform species status, conservation delivery, and management. Be proactive to help state and federal partners reduce the potential for ESA listings

O4: Build collaborative community programs to inform coordinated management

Strategy 4: Interpret and share biological and social science with relevant audiences

O1: Collaboratively publish peer reviewed papers and reports with partners

O2: Expand science, stewardship, and education products and outlets (social media, podcasts, TEDx)

O3: Maintain current and develop new education programs (scholarships, internships, and shadowing) to broaden participation

O4: Increase internal/external awareness of resources through improved processes (communication outlets and sharing), capacity building, and product development (databases, infographics, story maps, reports, etc.)

Goal 2: Engage Communities and Stakeholders to Inspire Place-Based Conservation

Strategy 1: Build authentic partnerships that honor knowledge, culture, and values

- O1:** Identify, engage, and integrate local cultural heritage to support existing and new partnerships to help inform where and how we work
- O2:** Utilize Strengths, Weaknesses, Opportunities and Threats (SWOT) to assess, engage, and build partnerships
- O3:** Support and foster collaborative working groups that represent communities, tribes, and sectors through intentional engagement
- O4:** Build trust and mutual understanding by creating spaces for raising questions, providing feedback, and voicing concerns

Strategy 2: Bringing nature and science to new audiences

- O1:** Continue development of outreach programs that increase community engagement
- O2:** Bring programming into communities that encourages conservation at a local scale
- O3:** Ensure data ownership and dissemination is available to communities and partners and protects individual identities and honors protection of tribal knowledge
- O4:** Instill a conservation ethic at an early age to create a culture shift for interest in conservation
- O5:** Break down barriers and increase exposure to our natural world (public lands) within communities where we work

Strategy 3: Cultivate communities of conservation leaders, scientists, and decision makers

- O1:** Partner with educational institutions to develop place-based internship and fellowship programs to better serve all communities
- O2:** Engage youth and adults in programming that inspires a long-term conservation ethic
- O3:** Uplift Bird Conservancy as a leader in the conservation community through professional development, cross-team shadowing, and training for all staff

Goal 3: Build Connected and Resilient Landscapes to Support Wildlife and Human-Values

Strategy 1: Cultivate a culture of voluntary land stewardship

- O1:** Create emotional connections between all audiences at local, state, and regional levels to increase awareness and understanding of wildlife habitat needs
- O2:** Develop and/or endorse new incentive-based community conservation at scale program that fosters landscape change and community resilience
- O3:** Create rancher/producer ambassador program and foster peer-to-peer learning opportunities to elevate voices and successes of local conservation leaders
- O4:** Share science at multiple levels to inform and support land management decisions for state and federal partners

Strategy 2: Co-produce and implement scalable community conservation

- O1:** Capture values, needs, and priorities from partners through representative co-production

- O2:** Measure the social and biological success of voluntary conservation programs
- O3:** Implement and expand on the ground conservation delivery through the Sustainable Grazing Network and Private-lands Wildlife Biologist program to improve and restore habitat while balancing human well-being and economic needs
- O4:** Co-produce multi-dimensional land management plans that balance wildlife and human livelihood needs

Strategy 3: Integrate ecological, biological, and cultural data to inform decision making

- O1:** Incorporate biological and socio-economic data, and cultural knowledge to inform spatial prioritization and decision making
- O2:** Engage partners to discuss policy and implementation of federal conservation programs, spending, effectiveness, etc.
- O3:** Incorporate principles of socio-ecological resilience into adaptive land management and conservation strategies
- O4:** Collaborate with partner networks to support robust ecosystem monitoring (plants, soil, pollinators, etc.)

Goal 4: Catalyze and Engage in Collaborative Initiatives that Solve Conservation Problems at Scale

Strategy 1: Convene and support multidisciplinary initiatives to stabilize and recover bird populations

- O1:** Support regional initiatives and working groups (e.g., Central Grassland Roadmap and Grassland Bird Working Group) to fill knowledge gaps and inform population recovery
- O2:** Hire and support a Central Grasslands Roadmap Director to strategically lead the roadmap partnership, track metrics, working group progress, and communication (3-year term)
- O3:** Engage in initiatives as relevant to regional, state, and larger geographic scales
- O4:** Contribute to recreation and conservation partnerships to help with urban corridors and sustainable natural resource management
- O5:** Build broader coalitions and balance our portfolio of work across biomes and geographies by engaging relevant stakeholders

Strategy 2: Lead paradigm shifts in conservation delivery, resourcing, and participation

- O1:** Serve on regional and national conservation committees (e.g., R2R, NABCI) and Joint Venture partnerships to elevate integration of biological and social science for bird population recovery
- O2:** Serve on NRCS state technical committees and local working groups in states with WHB presence to inform priorities and advance conservation delivery
- O3:** Engage with social scientists to identify key community leaders/influencers to affect positive change for conservation and ensure durability for the future
- O4:** Develop decision-support tools/analyses that consider multiple stakeholder objectives
- O5:** Build relationships/programs with higher education to foster training in conservation

Strategy 3: Build and encourage participation and decision making in programs that address community health and well-being

- O1:** Elevate environmental and human-health issues into bird conservation
- O2:** Support mental well-being training and tools for producers to ensure healthy lifestyles
- O3:** Engage with environmental education groups to ensure curriculum integration

Goal 5: Create a Resilient Organization to sustain effective conservation leadership

Strategy 1: Elevate an organizational culture including Board of Directors that supports transparency, flexibility, and an effective work environment

- O1:** Leverage organizational values to guide future directives and decision making
- O2:** Elevate our core values across the organization and with our partners and supporters
- O3:** Continue to develop internal processes to support staff

Strategy 2: Invest in a collaborative work force that retains talent and inspires innovation

- O1:** Create and maintain an environment that encourages communication
- O2:** Create processes and funding streams to support integrative, collaborative, and cross-disciplinary projects
- O3:** Hire trained staff to improve breadth and reach of programming
- O4:** Support hiring, recruitment, and retention practices that reduce staff turn-over through competitive salary and benefits
- O5:** Develop full-time positions to replace short-term seasonals to foster professional growth in conservation

Strategy 3: Maximize infrastructure and processes to meet the needs of a growing organization

- O1:** Develop geographic needs assessment and strategy for office and program needs to accommodate a growing staff and hybrid work environment
- O2:** Maintain processes to implement and track staff work progress
- O3:** Ensure current best practices in Human Resources including training and hiring managers, providing resources for posting and reviewing
- O4:** Maintain and improve the information technology infrastructure to accommodate efficient work operations
- O5:** Develop a process to gather feedback about staff resource needs and approaches to meet needs

Strategy 4: Build a community that invests in innovative leadership and transformational conservation by creating a broad and robust funding portfolio

- O1:** Expand our network of “high net worth” donors to increase transformational gifts and endow positions by communicating operational needs
- O2:** Increase private and corporate foundation support both within and outside our operational geography
- O3:** Map out our current fundraising profiles to identify opportunities and increase the number of revenue-generating events
- O4:** Increase planned-giving and endowment revenue through greater prospect

identification, messaging, and donor education opportunities

O5: Build a broader base of support and public awareness by leveraging traditional and emerging marketing channels

Strategy 5: Develop and grow an informatics infrastructure to support data storage, analysis, and dissemination

O1: Revamp key web-based data platforms (RMADC, ACAD) to support partner needs and conservation delivery

O2: Develop new and maintain existing software applications (APIs and Shiny apps) to support internal and external partners

O3: Develop and maintain flexible and scalable database solutions to support old and new datasets that leverages cutting-edge technology

O4: Support the growth of cloud-based application, database, and analysis solutions