



**Strategic Direction 1. Develop and enhance natural resource conservation leadership today and tomorrow**

**Champions: Manly Wilder and Chester Lowder**

**Goal 1** – Facilitate a process to create and maintain a leadership development program to improve the functions of Soil and Water Conservation District Supervisors and staff, the NC Association of Soil and Water Conservation Districts, NC Conservation District Employees Association, NC Department of Agriculture and Consumer Services' Division of Soil and Water Conservation, USDA Natural Resources Conservation Service in North Carolina, and the Foundation (core conservation partnership).

**Goal 2** – Develop and conduct a process that expands the conservation partnership by educating other organizations with a mission to support natural resource management and agriculture.

**Goal 3** – Create a resource plan to support the sustainability of the core conservation partner's leadership development plan and educating organizations with similar missions (Goals 1 & 2).

**Goal 4** – Serve as an incubator for creating and modifying innovative conservation concepts and tools.

**Strategic Direction 2 – Develop and enhance the Foundation's financial security to meet today and tomorrow's needs**

**Champions: Larry Wooten and Jay Darden**

**Goal 1** – Evaluate options and select an action plan to secure remaining funding for the Operations Endowment.

**Goal 2** – Develop a master profile of businesses that benefit from the work of soil and water conservation at the local and statewide level and seek out effective contacts that can offer funding support.

**Goal 3** – Seek resources and train the Foundation Board on how to fundraise effectively for the Foundation and its programs.

**Goal 4** – Develop a marketing/communications plan for fundraising with the public and soil and water conservation districts on an annual basis.

**Goal 5** – Develop and implement a long-range fiscal plan for the Foundation to be more self-supportive and not dependent on grant program administration.

**Strategic Direction 3 – Build a partnership that will enhance the Foundation’s ability to support conservation districts in the years ahead**

**Champions: Mike Olive and Dewitt Hardee**

**Goal 1** – Establish a process to facilitate a conversation with districts, and their respective county manager, county commissioners, etc. hosted by a Foundation Board member.

**Goal 2** – Establish a process to engage more state-level support partners that directly tie back to county government operations, such as NC Association of County Commissioners, League of Municipalities, and Economic Regions).

**Goal 3** – Identify primary business entities driving economic development at the local level and include these corporations in local outreach meetings (Goal 1).

**Goal 4** – Identify the other partners that can help strengthen message from county to state level and engage them in the communications process.

**Strategic Direction 4 – Promote and support the locally led conservation message to create better understanding of agriculture and natural resource management**

**Champions: Vance Dalton, Dave Corum, Bill Yarborough**

**Goal 1** – Establish an effective communication plan for the Foundation’s internal and external communications.

**Goal 2** - Secure resources for effectively marketing the locally led conservation message from the county to state levels.

**Goal 3** – Secure resources to offer effective communication skills training to District Supervisors and staff with a focus on utilizing social media outlets.

**Goal 4** – Develop a process and seek resources to engage Foundation Board Members in delivering the locally led conservation message effectively at the county and state level.