



## Background and Implementation

As part of the National Association of Conservation District (NACD), the Pacific Region of the United States, with members in **Alaska, American Samoa, California, Commonwealth of the Northern Marianas Islands, Federated States of Micronesia, Guam, Hawaii, Idaho, Oregon, Palau, Washington**, began a strategic planning process in May of 2021.

This **approved** plan will serve as a high-level, guiding document for the years 2022-2025. Board Members will later draft and implement 1-year work plans to address each goal. All activities that Pacific Region Board Members take on behalf both the region and NACD members will align with the NACD Strategic Plan ([Appendix A](#)), however, this region-specific resource will provide more context for advancing the region's individual goals and priorities.

### Timeline

July 2021:	Draft region goals and objectives at the NACD Summer Meeting
August 2021:	Finalize goals and objectives at the Pacific and Southwest Joint Meeting, with the Pacific region board members voting to approve
September 2021:	Draft 1-year work plan for 2022
November 2021:	Finalize all details and present to NACD Leadership in anticipation of 2022 NACD Annual Meeting
January 2022:	Prepare for NACD Annual Meeting; Elect new Pacific Region Leadership
February 2022:	Present Region Strategic Plan and 2022 Work Plan to NACD Leadership at NACD Annual Meeting; proceed with activities under 2022 Work Plan.
Annually	Review strategic plan and work plans at NACD's summer meeting

## Pacific Region Mission and Vision

### Mission

To promote responsible management and conservation of the region's diverse natural resources and viability of working-lands, waters, and air across the Pacific Region—to include agricultural, forestry, shellfish, and other types of operations—by representing locally led conservation districts and their associations through grassroots advocacy, education, and partnerships.

### Vision

To be the recognized voice and advocate for locally led natural resources conservation and resource issues and concerns affecting working-land producers, managers and their communities in the Pacific Region States and Territories.



## Pacific Region DRAFT Strategic Plan, 2022-2025

**Goal A. Strengthen membership and participation in conservation district activities and NACD of all Pacific Region working lands and waters (communities) and allies via communications, engagement, education.**

1. Enhance Communications
  - a. Information sharing via bimonthly meetings and email/newsletters
    - i. Highlight individual projects/first-person testimonies to include in newsletters or other communication tools
    - ii. Begin a regularly scheduled speaker series
  - b. Help districts articulate what role is of districts and NACD and why they are valuable – a quick 'elevator speech'
  - c. Assist districts and state associations to engage more regularly with different social media platforms
  - d. Advocate for preservation of the NACD Pacific Region Representative position.
2. Increase Engagement
  - a. Identify ways to be relevant for all land users
    - i. Gather data on who lives, works, and recreates on our lands
    - ii. Attend events where people gather to share information
  - b. Encourage individual districts and state associations to become NACD members
    - i. Share NACD's value and how dues are used for the benefit of all districts
  - c. Ensure that meeting schedules are accessible for all Pacific Region members – at least 1 meeting/year scheduled during regular work hours for Pacific Ocean members (Guam, Palau, etc.)
3. Support Education and Mentorship within the region
  - a. Share project successes and challenges amongst states/districts within the region
  - b. Develop long term leadership plan for the Pacific Region, to include mentorship and support across and within the Pacific.
  - c. Seek out and encourage members to apply to the NGLI program
  - d. Encourage in-person participation in meetings

**Goal B. Develop, advocate, and assist state associations and local conservation districts in the Pacific Region via policy development on natural resource issues.**

1. Expand and improve outreach to tribes and islands, as well as other partners (expand on this: Env partners, environmental sciences design, more) within the region.
2. Celebrate the diversity and strength of the region by sharing success stories and support networks within the region to promote and grow regional relationships.
  - a. Record both commonalities and unique aspects of the region, and share both
3. Develop strategies to gather the input of others with regards to policy and build on what relationships we already have



**Goal C. Enhance Pacific Region member participation in NACD Committee's and Resource Policy Groups, and collaboration with conservation related organizations, to increase and leverage resources for conservation district capacity in the Pacific Region.**

1. Create a baseline and progress report of participation by district members on committees, boards and task forces of districts and NACD.
2. Develop a package of current and accessible resources to provide training and mentorship to increase participation for new district leadership.
3. Demonstrate the effectiveness of conservation practices for increased viability on working lands and water.

**Goal D. Collaboratively work throughout the Pacific Region to address resource concerns by sharing information on evolving needs such as climate resiliency and other like issues.**

1. Increase scope of timely Pacific Region online resources and expand into social media
2. Emphasize grassroots/local district value
3. Draft communications that are relevant to audiences regarding big picture or specific resource concerns



## Appendix A: NACD Strategic Plan, 2020-2022

### **Mission**

To promote responsible management and conservation of natural resources on all lands by representing locally-led conservation districts and their associations through grassroots advocacy, education and partnerships.

### **Vision**

To be THE Recognized National Voice and Advocate for locally led natural resources conservation.

### **Goals and Objectives**

#### **Goal A. Strengthen membership and participation through engagement and education**

1. Improve the value of NACD membership
  - a. Review quality and enhance content of members only section of website
  - b. Create updated marketing pieces that articulate value of NACD and conservation districts
  - c. Identify possible incentives to encourage paid membership
2. Increase membership engagement
  - a. Seek more ways to get feedback from members and take action about their new and emerging needs.
  - b. Collect and share district operations and fundraising best practices and success stories with members
3. Support participation by intergenerational, underserved and emerging membership populations
  - a. Identify underserved and emerging populations not currently served
  - b. Grow and sustain program opportunities

#### **Goal B. Maintain and strengthen financial stability**

1. Create Development Plan
  - a. Identify traditional and nontraditional sources of revenue and strategies to access them
  - b. Review and update prospectus for funding requests
  - c. Identify potential external nonfinancial or in-kind supporters
2. Create a sustainable, multiyear reserve fund initiative
  - a. Identify options
  - b. Establish operating reserve
3. Further diversify revenue streams
  - a. Coordinate with National Conservation Foundation (NCF) to match potential sponsors to specific funding needs

#### **Goal C. Develop, advocate, and implement effective grassroots policies**

1. Expand and strengthen locally-led grassroots advocacy
  - a. Utilize training curriculum on understanding grassroots policy formulation and implementation
  - b. Promote leadership and professional training for district officials and staff
  - c. Increase participation by districts in grass roots advocacy campaign
  - d. Track and report on grassroots advocacy outcomes.



2. Translate grassroots policies into effective federal policies
  - a. Poll committees for ideas and suggested actions
  - b. Identify and cultivate "champions" to promote issues on behalf of NACD members
3. Advocate for increased funding for conservation
  - a. Poll committees for ideas and suggested actions
  - b. Identify and cultivate "champions" to promote issues on behalf of NACD members

#### **Goal D. Enhance organization's recognition**

1. Champion message of locally-led conservation
  - a. Tailor NACD identity to address local conservation concerns
  - b. Create and implement topical forums
2. Develop strategies to connect with emerging, underrepresented and/or underserved audiences (such as minorities, tribes, veterans, new/beginning farmers)
  - a. Identify outreach opportunities/events and audiences
  - b. Explore alternate and emerging communications strategies

#### **Goal E. Strengthen organization's governance and capacity**

1. Develop NACD leadership training and development curriculum
  - a. Conduct leadership development at each board meeting
  - b. Create annual training program for NACD emerging and current executive and regional board leadership
  - c. Develop and conduct ongoing training, improved board and leadership orientation process
2. Update NACD bylaws
  - a. Conduct comprehensive review of NACD bylaws.
  - b. Implement changes to bylaws based on review
3. Define and Focus Roles of NACD Affiliate Organizations
  - a. Identify mutual goals and new opportunities
  - b. Establish MOU/formal agreement outlining relationship including roles and responsibilities

#### **Goal F. Expand our influence through past, present, and future partnerships**

1. Nurture existing and renew past partnerships
  - a. Conduct Annual Review of NACD MOUs/MOAs
  - b. Encourage creation and expansion of coalitions on policies of mutual interest
  - c. Renew effort to leverage past leaders to expand influence
  - d. Expand and strengthen partnerships with state/territory associations.
2. Forge new partnerships
  - a. Explore ways to better connect with urban areas to build partnerships
  - b. Develop strategies to influence decision-makers
  - c. Seek opportunities to conduct combined conservation conferences