

2019-2029 Chippewa/Luce/Mackinac Conservation District Strategic Plan

Desired Future State: *The Chippewa/Luce/Mackinac Conservation District is a dynamic and sustainable organization with flexible and responsive technical, financial and human resources to meet the evolving conservation, natural resource and agricultural needs of the entire district.*

Strategic Objective	Goals	Strategies	Measures of Success	Goal Leader
Organizational Perspective: Financial Sustainability				
<i>Flexible financial resources that support the District's overall goals and growth.</i>	<ol style="list-style-type: none"> 1. An increase in "no-strings" funding 2. Appropriate diversity of revenue sources 3. Grant-seeking is driven by plan 4. Ability to expand education and outreach 	Board will cultivate relationships with potential funders, starting with conservancies and similar organizations.	<ul style="list-style-type: none"> • Sufficient unrestricted funds are acquired and maintained • Grants are aligned with and support the Resource Assessment and strategic plan • Funding options are appropriately diverse 	<i>Board</i>
Organizational Perspective: Customers/Stakeholders				
<i>CLMCD is the go-to organization for agricultural, environmental and natural resource education and assistance.</i>	<ol style="list-style-type: none"> 1. All citizens, across all three counties, recognize themselves as stakeholders of the District, and recognize the value and relevance of the District 2. Equitable distribution of programs and services to landowners in all three counties 3. Demonstrated positive and tangible impacts in the three counties 4. Expanded influence and impact on tourism, outdoor sports/recreation and trails systems 	Board and staff will develop an incremental marketing and branding campaign, including identity, value propositions, history, elevator pitch, FAQ's, materials and success stories.	<ul style="list-style-type: none"> • Consistent messaging and clarity of identity • Increase in program participation numbers • Increase in communication with absentee landowners • Diversity and expansion of stakeholders across all three counties • Increase in outreach programs and resources • Increased board member awareness and involvement 	<i>Board w/Executive Director</i>

2019-2029 Chippewa/Luce/Mackinac Conservation District Strategic Plan

Desired Future State: *The Chippewa/Luce/Mackinac Conservation District is a dynamic and sustainable organization with flexible and responsive technical, financial and human resources to meet the evolving conservation, natural resource and agricultural needs of the entire district.*

Strategic Objective	Goals	Strategies	Measures of Success	Goal Leader
Organizational Perspective: Internal Processes & Systems				
<i>The infrastructure, processes and systems that support the District in delivering consistent and positive impacts on our communities.</i>	<ol style="list-style-type: none"> 1. CLMCD demonstrates a commitment to strategic growth 2. Office space/facilities that meets the needs of the District 3. Up-to-date technology, including website 4. Advanced research/database of area needs 	The District will deepen and expand collaborative relationships with partnering entities.	<ul style="list-style-type: none"> Customer service is reflected as a top priority Acquisition of larger office space and district vehicle Updated website Increase in public reached 	<i>Board w/Executive Director</i>
Organizational Perspective: People and Learning				
<i>CLMCD attracts and develops board and staff that move the District to the next level of its mission.</i>	<ol style="list-style-type: none"> 1. CLMCD embraces a culture of learning 2. Attracts and retains qualified staff 3. CLMCD board and staff are actively involved in its communities 	The Board will develop an intentional board recruitment, onboarding and development process, including leadership succession.	<ul style="list-style-type: none"> Sufficient staff to ensure consistency and efficiency Reduced turnover rate Written succession plan/policy in place Board representation from each county Equitable representation of CLMCD board and staff at community events Expanded associate director program with guidelines and policies 	<i>Board</i>