



2011 – 2016 Strategic Plan

Recently, the Board of Trustees of Schiff adopted a five-year strategic plan, which is intended to guide our efforts during the period for the remainder of 2011 through 2016. This strategic plan is the result of a multi-year effort conducted by Schiff Trustees and staff to focus Schiff's programs and activities in a way which will allow us to lead by example to preserve and enhance the natural areas we are responsible for stewarding, while also maximizing the opportunities for our members and the general public to appreciate the wonder of nature and to improve their own stewardship skills.

Mission Statement:

The Schiff Natural Lands Trust, Inc. is a member-supported, community-based, non-profit organization dedicated to acquiring and preserving open space, serving as a model of environmental stewardship, providing educational opportunities and improving the ecological value of natural areas using best management practices. We maintain an active nature center and offer a variety of programs open to the public for environmental education, research and passive recreational activities consistent with the preservation of natural areas.

Schiff's Core Values:

Host educational programs for all ages that teach respect for our limited natural resources and inspire excellent environmental stewardship

Educate area residents on the natural and cultural history of the areas we manage and about the flora and fauna native to this area

Restore the ecological functions and habitat values of the natural areas we manage

Provide meaningful volunteer opportunities for the public to engage in informed stewardship of the land

Enhance our own knowledge through scientific research, partnerships and through applied research projects

Schiff's Strategies for Success

Environmental Education

- Design and implement a diverse offering of high quality educational programs
- Make educational programs available to schools, colleges, and universities
- Enhance public understanding and awareness of the rich natural resources on the lands owned and managed by Schiff
- Encourage appropriate public use of the natural areas owned and managed by Schiff

Protecting Land for Future Generations

- Expand the area of protected land within a mile of the existing boundaries of Schiff Nature Preserve in two specific project areas, the Schiff to Mt. Paul Greenway and the North Branch Corridor

Practicing Science-Based Stewardship

- Incorporate cutting edge, adaptive management techniques into our Forest Stewardship Plan
- Cover cost of management activities through stewardship grants
- Seek research collaboration opportunities with government agencies, academic professionals and students, and other non-profit conservation organizations
- Maintain stewardship information and species lists for research and monitoring purposes

Membership and Communication

- Increase membership annually to at least 500 individuals and families by FY 2012 and 650 individuals and families by FY 2016
- Increase awareness of the trust and the preserve throughout local communities and create a positive identity to further attract new members and funds
- Launch a new business membership program in 2012

Events

- Attract different types of people to Schiff's preserves, and find creative ways to use our facilities
- Increase the number of friends of the preserve
- Host two major fundraising events each year with a target of \$5,000 net
- Find creative ways to build awareness and raise funds

Grants and Capital Campaigns

- Secure at least \$37,000 in grant money for capital improvements, operations, programs, stewardship and land acquisition in FY 2011
- Plan and launch a capital campaign to provide funds for land acquisition, restoration, stewardship, facilities management and to create a new endowment and operating reserve