

**EAST CASCADES AUDUBON SOCIETY**  
**STRATEGIC PLAN 2022-2024**

Approved 5/13/2022

**I. PURPOSE**

To provide guidance for ECAS through 2022, 2023, 2024

**II. MISSION**

The Mission of the East Cascades Audubon Society (ECAS) is to foster knowledge and appreciation of birds and their habitats by all people through education, outings, and field studies that will inspire actions to protect wild birds and the places they need to thrive.

**III. VALUES**

- 1) We are committed to ensuring that our passion for observing and studying birds never interferes with their ability to thrive.
- 2) We embrace a spirit of volunteerism, partnership, and inclusion to advance our goals.
- 3) We support conservation strategies that are dynamic and committed to addressing the issues impacting birds in a changing world.

**IV. GOALS**

**A – AVIAN CONSERVATION**

GOAL: Support local and regional avian conservation projects, including scientific research and habitat restoration, by utilizing ECAS funds, member and volunteer support, and community connections.

Strategies

- Continue to engage federal, state, private and public organizations in restoration of strategic habitat for Greater Sage-grouse.
- Identify and develop at least one internal ECAS project that proactively addresses climate change impacts on birds.
  - E.g., Redesigning nest boxes to cope with increased warming.
- Identify the next big project for which ECAS can provide financial support and which will offer volunteer activities for ECAS members.
- Expand the Laughrige Grant Program to support first time grant recipients and new projects.

- Promote the Laughrige Grant Program to support educational projects including those that contain significant public outreach or service components.
- Develop and initiate at least one new conservation project (e.g., avian monitoring) in an Oregon Important Bird Area (IBA) in our region that we do not currently engage with.

## **B – EDUCATION**

GOAL: Provide high quality program opportunities based on member feedback while expanding programming to connect youth and underrepresented communities to birding.

### Strategies

- Conduct outreach to schools to assist in the development and funding of birding programs.
  - E.g., Sponsor youth birding clubs; provide National Audubon Society teacher resources such as Audubon Adventures.
- Participate in community special events targeted at families.
- Partner with other organizations to engage new audiences and communities in birding.
  - E.g., Children’s Forest of Central Oregon, etc.
- Develop youth educational resources for the website.
- Develop programs that focus on small group instruction.
- Install and host at least one new bird cam.
  - E.g., nest/nest box cam, pollinator garden cam, etc.
- Identify and develop at least one internal ECAS education program in support of pollinators.
  - E.g., Develop a guide to creating pollinator gardens in the High Desert; install a pollinator garden.

## **C – COMMUNITY AWARENESS & INVOLVEMENT**

GOAL: Increase participation and membership in ECAS through intentional marketing and public engagement opportunities that enhance ECAS visibility in Central Oregon.

### Strategies

- Redesign ECAS website with dynamic capabilities to promote activities and events and provide educational resources.
- Increase proactive external communication with the public and media that will highlight ECAS strategic initiatives, projects, resources, and events.
  - E.g., Circulate press releases and pitch story ideas to regional media; develop collateral and outdoor advertising; submit events to public calendars; etc.
- Develop new programs and events that will help spotlight ECAS’ mission.

- E.g., Bird photography classes.
- Establish ECAS presence at popular birding areas through signage.
  - E.g., QR codes with links to resources; maps; birding lists; ethical birding reminders; etc.

## **D – ORGANIZATIONAL MANAGEMENT**

GOAL: Implement best practices in management and administration to strengthen and document ECAS' internal operations and ensure long-term viability of the organization.

### Strategies

- Develop a Board Member Recruitment Plan and Leadership Succession Plan to address decreased participation in ECAS governance and ensure continuation for projects in the long term.
- Develop a Board Member onboarding and training plan.
  - E.g., Orientation; mentorship; etc.
- Strengthen ECAS Committees and Projects by creating definitions (e.g., roles/responsibilities) for Committees, developing a Board-Committee communication plan, and developing an annual reporting process.
- Create position descriptions for Board Members and Officers, Committee Chairs, and Project/Program Leaders.
- Create a Diversity, Equity, and Inclusion Working Group to evaluate ECAS' current practices and policies and make recommendations to move ECAS toward a more diverse, inclusive, and equity-centered organization.