

# Strategic Plan 2019-2024



# Mission Statement

The mission of the Native Plant Society of Texas is to promote the conservation, research and utilization of native plants and plant habitats of Texas through education, outreach and example.

## Executive Summary

The goal of this strategic plan is to increase the effectiveness of the Society and meet new challenges by building on its strengths while shoring up areas of weakness.

The great strength of the Native Plant Society of Texas is its local chapters, which provide members with an opportunity for connection with each other and to their local communities through volunteer activities. Our Society offers fall and spring symposia, publishes a quarterly statewide news magazine and has an administrative office staffed with paid employees who provide membership services, financial data services and program support.

Our Society aims to provide a consistent and meaningful experience for members. To this end, chapters will have access to improved existing programs—Bring Back the Monarchs (BBMT), Native Landscaping Certification Program (NLCP), NICE Native Plant Partners (Natives Improve and Conserve Environments)— and new initiatives. This plan identifies improved communication and delivery of services to chapters by strengthening the Society's organizational structure, which includes hiring an executive director who will administer programs and staff.

The Society will improve its effectiveness and public visibility by improving communication and administrative organization, increasing membership and chapters, expanding publicity and participating in cooperative projects with other compatible organizations.





## **Goal I - Education and Outreach**

### **Objective A - Initiate and improve programs to assist chapters with outreach and education**

1. Develop a plan for chapters to help manage Monarch Waystations through the Bring Back the Monarchs to Texas (BBMT) program.
2. Offer the Native Landscape Certification Program (NLCP) to new audiences.
3. Organize and promote the NICE Native Plant Partners (Natives Improve and Conserve Environments) program.
4. Encourage chapters to share successful local programs with each other.
5. Develop educational materials for youth programs and schools.
6. Establish guidelines and educational tools to support all chapters to participate in non-native plant species control projects.



## **Goal I - Education and Outreach**

### Objective B - Increase effectiveness of public outreach

1. Promote Texas Native Plant Week with publicity and advocacy programs.
2. Offer professional marketing materials including garden signs, landscape plans, educational games and YouTube videos.
3. Initiate and maintain contacts with academic departments and civic institutions across the state.
4. Regularly publish success stories in local, regional papers, magazines, catalogues and online sources.
5. Establish a unified communications policy encompassing corporate emails and state and chapter internet activities.
6. Require chapters to use the official logo on handouts and promotional materials.



## **Goal I - Education and Outreach**

### Objective C - Increase collaborations with organizations having related goals

1. Encourage chapters to cultivate and record partnerships with local and regional environmental groups and home owner associations.
2. Work with state and local authorities on legislation, ordinances and development practices that protect native plant communities and habitats and advocate the use of native plants in public landscapes.
3. Cultivate partnerships with other native plant societies.



## **Goal II - Administration, Chapters and Membership**

### **Objective A - Improve administrative effectiveness in the Society**

1. Recruit and hire a well-qualified person for the position of Executive Director.
2. Perform administrative audits to identify areas needing improvement.

### **Objective B - Create a long term corporate model for financial sustainability**

1. Create five-year financial plan by the fourth quarter state board meeting 2019.
2. Develop additional sources of revenue through contributions, grants and gifts, so that the organization can rely on diversified sources of funding to grow and sustain the organization.



## **Goal II - Administration, Chapters and Membership**

### **Objective C - Improve communication between chapters, the state administration and the state board**

1. Improve communication by sending members a monthly announcement which discusses key Society business.
2. Provide new chapter boards with the *Chapter Leader Handbook* annually.
3. Encourage chapters to work with each other within their geographical region to provide support, camaraderie and a unified spirit.
4. Hold regional leadership development conferences or webinars.



## **Goal II - Administration, Chapters and Membership**

### **Objective D - Increase membership to at least 5,000**

1. Diversify membership through targeted outreach programs.
2. Increase net number of chapters in under-represented regions.
3. Publicize successful chapter membership recruitment and retention campaigns.
4. Update chapter start-up rules by the second quarter 2019 state board meeting.



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