TPE BOARD OF DIRECTORS
STRATEGIC PLANNING MEETING

Friday, February 20, 2009
Jim Sime's Home
Middleton, Wisconsin

Attendees

Directors: Evanne Hunt, Jack Kussmaul, Nick Faessler, Jan Amberson, Jim Rogala, Richard Henderson, Jim Sime, Richard Oberle, Gary Eldred (BOD Emeritus)

Staff: Victoria Oberle, Carol Winge

Visitors: Dave Hamel, Jesse Bennet, Jaye Maxfield, Burt Levy

In this meeting, we focused on reviewing priorities identified from our 2007 strategic planning session. Our goal this evening is to determine what priorities we still believe have merit and leave with an action plan for these priorities. The priorities should relate back to our mission and what we want to be—do we want to be small or do we want to grow into a force.

PRIORITY: Institutionalize prairie knowledge throughout every level of society.

We want to build the organization through education; suggested tactics are:

- Get Education and Outreach Committee active
- Target Groups that would have interest in our organization and its mission
- Contact schools and give programs to 4-6th graders
- Draw new members by means of education
- Name brand recognition
- Train field trip leaders
  --Consider having workshop sessions at annual conference to use as venue for field trip leader training
- Increase professionalism of field trip leaders
- Outreach to public
- Offer Youth educational field trips
- Update slide show. Put on CD and make available to members doing presentations and programs or play during an event at a TPE display booth such as the Garden Expo
- Develop a TPE promotional CD also
- Create a presentation series with materials that targets different audiences
- Create list of things that field trip leaders should cover
- Central work with chapters to encourage field trips in their areas
- Submit field trip schedule and information to local newspapers and other environmental groups

- Create a master species field list and make it available to Chapters. Chapters develop one for their area.
- Be sure to provide the species list to field trip leaders

PRIORITY: Increase Membership and Volunteer Hours

- We are creating a Membership Committee

PRIORITY: Improve Communication Channels

With the hiring of the Business Manager communications have improved. However, we need to do a better job of informing chapters of new members so they can be contacted, get involved and encouraged to volunteer. Victoria and Carol will develop a process for communicating this information to the chapters.

PRIORITY: Remnant Database

There is a Remnant Inventory Committee. Get them active. Suggested tactics are:

- The Committee needs to:
  - Prepare a formal definition of remnant
  - Contact John Harrington who has a remnant database
  - Ask John to provide the major fields of the database
  - Committee prioritize database fields
  - Prepare a form with appropriate database fields and send to Chapter Presidents for completion and return to committee
- Submit completed information to John Harrington to populate the remnant database
- Talk about remnants at Chapter meeting
- Chapters Appoint a chapter remnant "czar"

PRIORITY: Outreach to Children and Students

This was discussed in our first priority

PRIORITY: Publicize Events; suggested tactics are:

- Publicize, publicize, publicize. Field trips, annual conference, land purchase, grant award, so many activities that TPE is doing. We need to tell people outside the organization about us and what we are doing. We do a good job communicating with our own members, but to grow we need to get the word out to the public.
- Chapters send your media contact lists (local newspaper addresses) to the business manager.
- Chapters submit your events to Business Manager
- Business manager will develop press releases and submit to newspapers and other media as appropriate about TPE-wide activities and events

- Annual conference: Assign a member of the Chapter conference planning committee to serve as media chair. They would be sure to invite local media and outdoor writers to attend the conference. Prepare a media packet and distribute to media that attends conference.
- Until this job becomes too much for the business manager, she will act as publicity director for TPE. Let chapters know and get them to submit their activities to business manager.
- Develop promotional materials and information to send out to contacts or take as handouts when speaking to groups or attending other conferences

PRIORITY: Hire staff

- With the hiring of our business manager, this is not a critical priority at this time.
- Hire easement monitoring manager. We have 11 easements. They need to be monitored and controlled at the corporate level. This is done once a year. Rather than hire staff, because this is a once a year process, consider linking up with other land trusts that have the same need and contract with one manager to do this work. TPE would pay our portion of this manager's fees. Group felt it would be better to contract this service out rather than hire staff.
  --Another option for easement monitoring: Train volunteers. We could develop an instruction manual and make it available to volunteers so they have a checklist they can work from.
  Falls under Land Protection Committee
  --Jack Kussmaul will check with Mississippi Valley to obtain their easement monitoring information/manual/checklist.
  --Rich Henderson will check with Gathering Waters for easement monitoring information
  --Rich Henderson will forward his checklist to Jack Kussmaul
  --Jack Kussmaul and Jesse Bennett agreed to update Rich's checklist with the information obtained from other organizations

PRIORITY: Promote Legislation to Support Our Mission

- Group agreed that we can keep this as a priority but it is a long-term goal

PRIORITY: Grow Endowments (Land Management, Legal, Operations)

- High priority!
- Fundraising and Endowment Committee oversees
  --Committee has a Compass Plan they are reviewing that addresses this issue.

How do we pay for all of these priorities? Suggested tactics are:

- Develop list of prospective major donors. We need to get this information to central

A major donor is anyone giving $5,000 or more to the organization. The endowments really are for larger gifts $50,000 or more
--no individual contacts will be made without communication with member who referred the donor to central.

- Develop a strategy to approach major donors
  --need to train members
- Develop Planned Giving program and include in every issue of Prairie Promoter