

**The Wildlife Society – Wyoming Chapter
Strategic Plan 2015-2020
September 9, 2015**

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Purpose and Intent

The Wyoming Chapter of The Wildlife Society (Chapter) recognizes that our profession is growing increasingly diverse (e.g., membership needs, issues, opportunities, etc.). As such the Chapter is obligated to represent and serve the community of professional scientists, managers, educators, and planners who manage and conserve wildlife and their habitats in Wyoming. This document is intended to guide operations of the Chapter by identifying opportunities to address needs of the Chapter and its membership to enhance wildlife and habitat conservation opportunities in the State. Implementation of this plan will improve the Chapter's ability to focus its resources (e.g., board, membership, assets, etc.) to become not only a voice for the wildlife professional, but a leader in wildlife conservation.

Our Vision

The Chapter seeks a state where people and wildlife co-exist, where biological diversity is maintained, and decisions affecting the management, use, and conservation of wildlife and their habitats are made after careful consideration of relevant scientific information, exclusive of agency limitations, and with the engagement and support of an informed and caring citizenry.

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Five programmatic objectives have been identified that reflect the Chapter's vision, as well as and the purpose and intent of this plan. Each of these objectives identifies specific strategies that will be addressed by the Chapter to attain desired outcomes.

Objective I: Identify, support, and promote the Chapter's role as the scientific voice concerning conservation of wildlife and their habitats in Wyoming.

Strategies:

- (1) Educate political decision- makers of Wyoming on pertinent Chapter activities or conservation issues via multiple forums.
- (2) Utilize the Science Committee to review and comment on important documents (e.g., environmental impact statements, funding applications, political proposals) regarding issues in Wyoming. Post final letters from Science Committee on Chapter website.
- (3) Utilize the Legislative Affairs Committee to inform membership of pertinent bills, and when warranted, facilitate communication between membership and appropriate representatives.
- (4) Utilize the Conservation Affairs Network to introduce or engage in discussion with the Central Mountain and Plains Section (CMPS) and/or Parent Chapter of The Wildlife Society (Parent) regarding sensitive conservation issues (e.g., 2015 listing of northern long-eared bat as endangered species).
- (5) Distribute information on Chapter activities and accomplishments to membership, all levels of The Wildlife Society, and other interested entities. Update Chapter website and Facebook pages as needed. When appropriate, have board member(s) provide interviews to media. Engage public at local gatherings (e.g., fair).

Objective II: Identify, support, and promote the Chapter's role in the context of all levels of The Wildlife Society.

Strategies:

- (1) Strengthen connection between the Chapter and the University of Wyoming Student Chapter by collaborating in mutually beneficial activities (e.g., Student Chapter designs logo for Chapter annual conference t-shirt, split t-shirt profits 50:50).
- (2) Appoint skilled members to Science Committee and Conservation Affairs Network.
- (3) Encourage members to apply to the Associate or Certified Wildlife Biologist program offered by Parent.

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Objective III: Facilitate, support, and promote opportunities to develop and strengthen young professionals and future leaders in the wildlife profession.

Strategies:

- (1) Maintain the current mentoring forum at the annual conference to benefit students, young professionals, and new Wyoming professionals. Continue to provide incentive (e.g., free lunch) for those who participate.
- (2) Strengthen and secure long-term professional relationships and employment opportunities for upper-level students and young professionals (e.g., maintaining the Chapter Fellowship Program).
- (3) When feasible, support CMPS or Parent professional development programs (e.g., Leadership Institute) with financial donation. Encourage Chapter members to apply or participate through social media, newsletter, and/or personal contact.

Objective IV: Identify, support, and promote opportunities to increase and diversify Chapter membership and member involvement (e.g., Board and committee participation).

Strategies:

- (1) Recruit professionals and students currently not members. Co-host conferences on topics and issues mutually beneficial to the Chapter and co-host(s). Solicit assistance with Chapter duties from alternative entities (e.g., University of Wyoming College of Journalism to assist with communications).
- (2) Provide incentives for individuals to become members. Offer travel scholarships to workshops or annual conference. Provide awards to outstanding members when appropriate. Recognize individuals for their professional and Chapter achievements.
- (3) Engage and activate Chapter membership. Provide members with opportunities to vote (e.g., preferred workshop topics, By-Law changes, Professional of the Year Award). Encourage members to join and provide assistance to committees based on member strengths and/or interests (e.g., announcement and registration at annual conference).
- (4) Maintain Chapter membership involvement on boards of CMPS and Parent Chapter.

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Objective V: Identify, support, and promote opportunities to increase and diversify finances of the Chapter to secure its financial future and perform appropriate activities.

Strategies:

- (1) Ensure profits are generated from annual conference. When registration fees are required to cover costs of the conference, price registration fees to exceed registration costs by 5%-10% per person. Solicit quality items for raffle or auction from members via email, social media, newsletter, and personal contact. Offer incentives (e.g., waive registration fees) to individuals who provide critical conference activities that typically command high fees (e.g., workshop leaders, auctioneers).
- (2) Implement at least 1 training workshop per year during or outside of the annual conference. Price registration fees to cover workshop costs (e.g., venue, snacks, etc.) and exceed registration costs by 5%-10% per person.
- (3) Update the Fiscal Procedures Manual. Append documents (e.g., letters requesting donations, tax deduction forms) for future reference and efficiency.
- (4) Maintain current investment of Chapter funds in low-interest savings account.
- (5) Investigate alternative investment options (e.g., stocks) to maximize yield and diversify Chapter finances.