



# 2011 STRATEGIC PLAN

## SUMMARY

A five-year blueprint  
for engagement, viability & conservation



*Clear Vision,  
Thoughtful Action  
for Bird & Habitat  
Conservation*



From the northern Rockies and the Great Plains to the tropics of Mexico, Rocky Mountain Bird Observatory works to conserve birds and their habitats through Science, Education and Stewardship. We furnish land managers with the quality, scientific data necessary to make intelligent, informed decisions about bird conservation. We foster responsible environmental behavior by giving thousands of children and adults direct experience with nature and wild birds every year. We enhance habitat on private lands by helping landowners practice good stewardship as they manage the land for their livelihoods. Many birds of conservation concern migrate, so we work internationally, emphasizing Mexico, the most important country for North America's wintering migrant species.

As a leader in effective collaborative conservation, RMBO partners with state, federal, and local agencies, private citizens, schools, universities, conservation groups and other organizations to leverage knowledge and resources for bird and habitat conservation. Collectively these efforts – local, regional and international – support our vision of healthy, native bird populations sustained in healthy, native ecosystems.

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*Our vision: healthy, native bird populations  
sustained in healthy, native ecosystems.*

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## *Our Beliefs*

- Bird monitoring serves as an “early warning” system, identifying changes to trends in populations that enable land managers and others to intervene with conservation practices that support the long-term viability of species.
- Collaboration allows partners to leverage technical and financial resources to maximize project success and minimum costs while meeting diverse stakeholder goals.
- Education helps people understand the impacts of their actions on the conservation of birds and their habitats.
- Connecting people to nature and instilling a conservation ethic are critical for the future of conservation.
- Stewardship on private and public lands through voluntary, cooperative partnerships will create win-win solutions for wildlife and people.
- Effective conservation must be at biologically relevant scales, which requires crossing political and jurisdictional boundaries.
- International partnerships and conservation efforts are essential for the long-term viability of migratory species.
- Research on bird ecology and response to anthropogenic and natural processes is needed to inform management and conservation strategies.
- Sharing information on bird populations and habitat is necessary to make intelligent, informed decisions about bird conservation.

# GOALS AND STRATEGIES

## *Engagement*

### Goal 1.

Promote understanding and influence behavior to conserve birds and their habitats.

1. Develop and share environmental and organizational messaging through diverse communications
2. Make information accessible to decision makers
3. Provide and increase education programming, materials and facilities
4. Raise awareness for bird and habitat conservation needs on private lands
5. Recruit and train future natural resource managers
6. Maintain and grow volunteer naturalist program
7. Reach out to and engage the diverse ethnic, cultural and socioeconomic populace of our region
8. Improve citizen science efforts
9. Share and publish our results
10. Advance 21st century skills through environmental education



## *Viability*

### Goal 2.

Build a sustainable and financially stable organization to address priority needs for bird conservation.

1. Implement a goal-oriented development plan
2. Implement a goal-oriented membership plan
3. Maintain and diversify partnerships with state and federal agencies
4. Strengthen the board by adding diverse skills required for excellent oversight
5. Strengthen organizational efficiency
6. Measure success by quantifying impacts and evaluating accomplishments
7. Develop an endowment to ensure RMBO exists in perpetuity



## *Conservation*

### Goal 3.

Achieve conservation of birds and their habitats on private and public lands.

1. Continue to collect quality data under rigorous study designs
2. Analyze long-term datasets
3. Implement interdisciplinary projects
4. Evaluate priority land management practices and model bird population level responses
5. Develop and implement a model for evaluating and prioritizing projects to pursue
6. Train land managers and decision-makers to apply our data to land-use planning and adaptive management
7. Foster diverse partnerships and strategic conservation efforts that address priority species, habitats and regions
8. Collaborate with regional partners to implement large-scale landbird monitoring
9. Provide technical assistance to local agricultural cooperatives that promote healthy wildlife and human communities
10. Deliver habitat enhancement projects in priority landscapes

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***“Engaging people as part of the solution is vital for successful local and international bird conservation.”***

Tammy VerCauteren, Executive Director

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