

STRATEGIC PLAN

Wyoming Outdoor Council
2019 – 2023

WHO WE ARE

Founded in 1967, the Wyoming Outdoor Council is a statewide citizen advocacy group working to protect public lands, wildlife, and clean air and water in Wyoming.

OUR MISSION

Our mission is to protect Wyoming's environment and quality of life now and for future generations.

OUR VISION

The Wyoming Outdoor Council envisions a state with clean air and water, open space, thriving wildlife, wildlands, healthy communities, informed and engaged citizens, and a sustainable economy and quality of life.

WE BELIEVE

Public lands, wildlife, and clean air and water are worth defending.
Informed and engaged citizens matter.
Conservation is not a partisan issue.

WHAT WE DO

We use scientific, legal, and policy expertise to advocate the protection of public lands, wildlife, and clean air and water. We hold government agencies, lawmakers, and industries accountable for decisions that threaten these shared resources. We provide leadership within Wyoming's conservation community and coordinate with partner groups. We work with diverse interests to find lasting solutions to public land conflicts and environmental quality threats. We provide a steadfast and trusted conservation voice at the state legislature. We empower and train people to be effective conservation leaders.

THE CONTEXT OF OUR WORK

Many of today's national policies ignore dire scientific predictions about a warming global climate. These policies prioritize energy development over all other uses of our public lands, and diminish the public's ability to weigh in on how our lands should be managed. Wyoming—half of which is comprised of public lands—risks bearing the brunt of these shortsighted policies' effects. Public lands in Wyoming harbor some of the best remaining wildlife habitat and open space in the world. They also contain vast mineral and energy potential that, if not developed responsibly, puts all other values at risk. WOC has a unique opportunity to bring people together to develop collaborative, lasting solutions that can provide a model for our nation and the world.

THE NEXT FIVE YEARS

As we work to protect public lands, thriving wildlife, and clean air and water in Wyoming, we will strengthen the following four areas.

SERVING AS WYOMING'S PREEMINENT VOICE FOR CONSERVATION

ONGOING ACTIVITIES

- Ensure ownership or management of our public land is not delegated to state or private interests. Ensure public access to public land.
- Resist any efforts to sell or privatize Wyoming's wildlife. Maintain focus on sage-grouse habitat, wildlife migration corridors, and native fisheries.
- Defend public lands and wildlife habitat that are too special to develop.
- Ensure proposed leasing and industrial development that does occur on public land is "done right."
- Advocate landscape-level protections in federal land-use plans or in federal legislation.
- Advance state and federal policies to protect air quality and visibility, with a focus on decreasing greenhouse gas emissions.
- Safeguard groundwater and surface water from pollutants.
- Defend existing environmental laws and policies, and resist attempts to weaken them.

NEW ACTIVITIES

- Launch a robust public campaign to expedite Wyoming's designation and protection of wildlife migration corridors around the state.
- Increase focus on Wyoming-specific renewable energy policies as part of our climate change and greenhouse gas reduction work.
- Explore a campaign to permanently protect key public lands in Wyoming.

CONSERVATION LEADERSHIP

To be effective, conservation, sportsmen, labor, agricultural, outdoor recreation, tribal representatives, faith-based groups, educators, and others in Wyoming must work in coordination toward shared goals whenever possible. We'll continue to foster and ensure this coordination, while broadening the tent of partners and allies working to protect public lands, wildlife, and clean air and water in Wyoming.

ONGOING ACTIVITIES

- Attract and retain expert legal, science, and policy staff.
- Propose and advocate policy solutions and provide leadership for effectively addressing the state's natural resource challenges.
- Provide leadership and resources for citizens, advocacy partners, and lawmakers during the state's legislative session in Cheyenne and in interim committee meetings.
- Coordinate Keep it Public, Wyoming and other statewide coalitions.

NEW ACTIVITIES

- Increase staff to include at least six conservation advocates.
- Strengthen capacity for GIS-mapping and information technology.
- Improve website to better catalog WOC's work and provide resources to advocacy partners and the public.

EDUCATION & CIVIC ENGAGEMENT

We will build a robust network of engaged and effective conservation leaders throughout Wyoming, with a focus on fostering the next generation of leaders.

ONGOING ACTIVITIES

- Develop opportunities to train and mentor citizen advocates.
- Offer internships to provide current college or law school students or recent graduates experience with a wide range of issues related to nonprofit conservation work.
- Host targeted citizen engagement and information sessions as well as quarterly member engagement events in communities around the state.
- Invite the public to celebrate Wyoming's rich outdoor heritage by participating in our annual calendar photo contest.

NEW ACTIVITIES

- Expand Conservation Leadership Institute.
- Establish a Volunteer Advocates program.
- Promote diversity on the Wyoming Outdoor Council staff and board of directors with more targeted recruitment.

FUTURE SUSTAINABILITY

To maintain and improve our ability to protect public lands, wildlife, and clean air and water in Wyoming, and to ensure we can foster a new generation of conservation advocates, we need to strengthen our long-term financial and organizational sustainability.

ONGOING ACTIVITIES

- Maintain current annual membership and income levels.
- Maintain, as possible, competitive compensation and benefits package for staff.
- Strive for flexible work culture that values leadership, teamwork, and excellence.
- Meet nearly 100% of electricity needs of WOC's Lander office from rooftop solar panels.

NEW ACTIVITIES

- Grow WOC's membership, supporters, and online community through targeted initiatives.
- Expand professional development opportunities for staff.
- Maintain adequate fleet of AWD vehicles for staff use.
- Ensure Lander office space and infrastructure is adequate for staff size.
- Meet the following financial goals by 2024:
 - Increase current annual membership and income levels by 25%.
 - Generate more than 50% of annual revenue from individual donations.
 - Quadruple our Conservation Action Fund, which allows for quick response to unforeseen threats and opportunities.
 - Increase our endowment by 30%.
 - Create robust planned giving program.

