

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 that ownership or management of public lands is not delegated to state or private interests. Ensure public access to public land, and support efforts to recognize and honor Indigenous peoples' relationships with respect to these lands.
- 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 land-use plans and in legislation.
- Resist any efforts to sell or privatize Wyoming's wildlife.
- Maintain focus on sage-grouse habitat, big game migration corridors, and freshwater aquatic species.
- Advance state and federal policies to protect air quality and visibility, with a focus on decreasing greenhouse gas emissions.
- Safeguard groundwater and municipal/surface water sources from pollutants.
- Defend existing environmental laws and policies, and resist attempts to weaken them.

NEW ACTIVITIES

- Advocate for sound surface water policy in response to climate change and prolonged extreme drought conditions.
- Advocate for responsible recreation in the face of increasing demand.
- Advocate for transition from fossil fuel-based energy.
- Advance strong statewide energy efficiency and Wyoming-specific renewable energy policies as part of broader climate change and greenhouse gas reduction work.
- Support initiatives that offer socioeconomic support to Wyoming communities affected by the transition from fossil fuel-based energy.
- Further the campaign to permanently protect the Northern Red Desert.

Conservation Leadership

To be effective, conservation in Wyoming requires coordination between diverse organizations and individuals. We'll continue to foster and ensure this coordination, by leading from behind when necessary while also 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 policy, science, community engagement, and legal staff.
- Propose and advocate policy solutions and provide leadership for effectively addressing the state's natural resources 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 coalitions like Keep it Public, Wyoming and Citizens for the Red Desert and support Indigenous-led conservation initiatives.

NEW ACTIVITIES

- Increase staff to include at least six conservation advocates and community engagement staff.
- Strengthen capacity for GIS-mapping and information technology.
- Improve website to better catalogue 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, focusing especially on fostering the next generation of leaders.

ONGOING ACTIVITIES

- Develop opportunities to train and mentor citizen advocates.
- Offer legal, legislative and project-based internships to provide people of all ages robust, on the ground experiences with a wide range of issues related to nonprofit conservation work.
- Host targeted citizen engagement and educational sessions online and in communities around the state.

NEW ACTIVITIES

- Expand 8-week FIELD (Fostering Impact through Environmental Leadership Development) training program.
- Establish a Volunteer Advocates program.
- Increase the communications and community engagement capacity on staff.
- Offer scholarships to high school seniors pursuing higher education in fields related to conservation.

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 packages for staff.
- Continually strive for a supportive work culture that values collaboration, leadership, excellence, equity and belonging.
- 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 and in-house trainings for staff.
- Incorporate diversity, equity and belonging initiatives into the organization's culture.
- Maintain adequate fleet of AWD vehicles for staff use.
- Complete construction of new office space in Lander.
- Offer regular training opportunities and enrichment workshops to board members.
- 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 the Conservation Action Fund, which allows for quick response to unforeseen threats and opportunities.
 - Increase endowment by 30%.
 - Create a robust planned giving program.

