



# OAK HERITAGE

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CONSERVANCY

## Strategic Goals, 2018 – 2021

1. People from across the community spend time in nature.
  - Connect conservation groups in the region and, together build our capacity; collaborate to host a suite of year-round nature programs for the public.
  - Offer at least 5 family-friendly events on our nature preserves per year.
  - Reach out to Scouts, 4-H, etc and see how we can help connect them to the natural world.
  - Investigate hosting a “Roving” Environmental Educator.
  
2. Many and diverse people are engaged in land conservation.
  - Make membership in OHC “hip”; build sense of camaraderie within the OHC community
  - Increase membership to 250.
  - Co-host events with like-minded groups and businesses (i.e. yoga, breweries, etc.).
  - Research who is already participating in OHC and who isn’t – and reach out accordingly
  - Build base of volunteers and expand Board capacity
  
3. People want to spend time at our preserves; OHC is a well-recognized community member.
  - Create buzz around Oak Heritage’s preserves: 6+ stories about Oak Heritage per year in local papers; podcasts about preserves available online; encourage citizen science;
  - Make our preserves more welcoming: publish guides to each preserve; consider adding more trails and other amenities to our preserves to make them more welcoming
  
4. OHC helps uphold a high standard for land stewardship.
  - Finalize stewardship plans and “baseline reports” for each preserve. Implement all high priority action items.
  - Monitor each property twice annually.
  
5. OHC has a robust financial foundation.
  - Create an integrated fundraising and outreach plan that shows the public why Oak Heritage is useful and worthy of support; “thank, educate, engage, ask” all members/donors
  - Build the endowment and seek larger grants.
  - Seek relationship with Rotary and other service groups.
  
6. The pace and quality of land protection in southeast IN is high.
  - Identify overlapping conservation priorities within the conservation community and collaborate accordingly.
  - In 2018-2019, decide on any additional OHC priorities (preserve within 20 minutes of every community, etc.)