

# The Path Ahead

A Strategic Plan  
for the  
Wildfowl Trust of  
North America, Inc.  
Chesapeake Bay  
Environmental Center

December 2011

# Mission

The mission of the Wildfowl Trust of North America, Inc. and its physical site, the Chesapeake Bay Environmental Center, is to promote stewardship and sustainability through environmental education and habitat restoration.

## We are committed to:

- **Education** - inspiring stewardship with a "hands-on, feet-wet" approach to learning through meaningful Chesapeake Bay experiences.
- **Restoration** - creating restoration sites that demonstrate and test best management practices for advancing bay-wide species recovery
- **Conservation** - promoting the wise utilization of natural resources for the benefit of all flora and fauna
- **Research** - aiding scientists in developing new techniques that will enhance large-scale restoration efforts
- **Sustainability** - serving as a model for environmental sustainability and smart growth practices
- **Volunteerism** - engaging citizens of all ages in stewardship activities that improve the health of the Chesapeake Bay





# ***Vision***

The Chesapeake Bay Environmental Center will serve as a model of environmental sustainability throughout its programming and operations while instilling a stewardship ethic through participation in multi-disciplinary, restoration-based educational experiences.

# ***Strategic Plan***

The Chesapeake Bay Environmental Center has designed a strategic plan to guide its activities over the next ten years to best support the organization's mission and vision. The plan outlines objectives and specific strategies to meet goals in four key program areas:

- Financial Stability
- Education
- Restoration
- Environmental Sustainability

# *Goals and Objectives*

## **I. Financial Stability Goal:**

Build a self-sustaining operational fund

Objective 1. Double membership by 2016 and engage members in education, stewardship, donation opportunities, and volunteering.

Objective 2. Create an endowment and establish new sources of revenue.

Objective 3. Increase diversity of fundraisers.

Objective 4. Expand educational outreach efforts.

Objective 5. Market and promote low-impact, recreational opportunities and become a well-known regional destination for nature-seekers.

Objective 6. Continue to pursue funding opportunities that combine education and restoration activities.

Objective 7. Grow volunteer base.

Objective 8. Increase staff by two employees.



## II. Education Goal:

Inspire the next generation of Chesapeake Bay Stewards through a multi-disciplinary approach towards environmental education



Objective 1. Improve existing curriculum.

Objective 2. Enhance visitor experience by developing facilities and other features, particularly to capitalize on habitat restoration sites and foster a closer connection to the Center's education programs.

Objective 3. Expand adult education programs and visitation, with target of 35,000 participants/visitors per year.

Objective 4. Expand children's education programs with target of reaching 20,000 students per year.

Objective 5. Explore archaeological sites on property to further understanding of the prehistoric use of the local environment and to support education about sustainability.

Objective 6. Build college internship program.

Objective 7. Develop and implement the Wounded Warriors for Wildlife program to provide opportunities for combat-injured veterans and their families to engage in activities that support the mission of CBEC.





### **III. Restoration Goal:**

Showcase Chesapeake Bay BMP's utilizing established restoration-demonstration areas

Objective 1. Maintain and monitor restoration-demonstration areas currently on-site.

Objective 2. Actively manage existing habitats for biodiversity, including upland, wetland, and aquatic ecosystems. Restore, manage, and protect habitats vital to native flora and fauna, including but not only migratory waterfowl and other birds.

Objective 3. Develop a conservation plan and biodiversity data for the property that incorporates information on state/federal species of concern.

Objective 4. Aid in developing new techniques that will enhance large-scale restoration efforts (research)

Objective 5. Continue research on sea level rise and climate change effects on wetlands, developing a program that integrates restoration, research, and education.





## **IV. Environmental Sustainability Goal:**

Create a “green” infrastructure that will enhance visitor experiences and protect wildlife

Objective 1. Upgrade the property/ facility with green infrastructure to lower carbon footprint.

Objective 2. Promote eco-friendly lifestyles through adult education, recreation, and tourism opportunities.

Objective 3. Engage citizen volunteers of all ages to participate in meaningful Chesapeake Bay experiences that improve the health of the bay and benefit its inhabitants.

Objective 4. Provide expertise in environmental restoration as a resource for the surrounding community.





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