

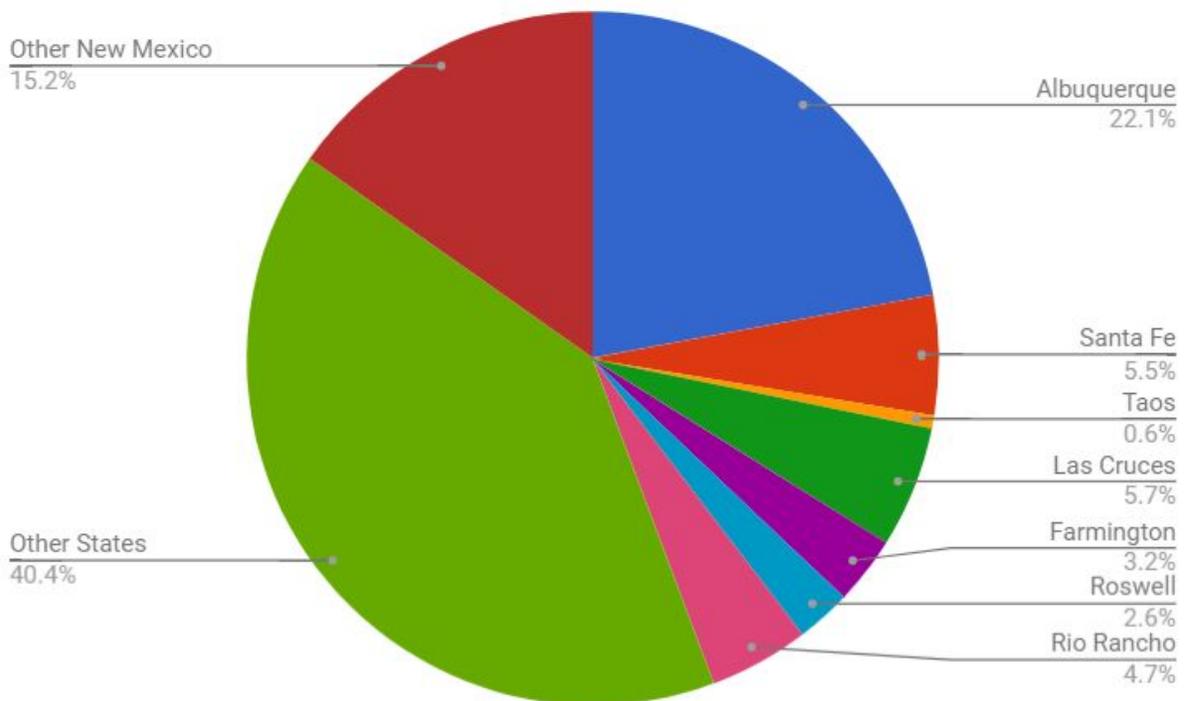


2018 - 2020 Strategic Plan

Our Vision By working in various communities across the state, and region, NMWF will be the premier sportsmen’s conservation and environmental education organization for New Mexico.

Our Mission To be the premier conservation organization for New Mexico sportsmen and women, outdoor enthusiasts, and New Mexico citizenry.

Who We Serve NMWF is a statewide organization with 80,000 members and is the largest sportsmens’ organization in the state. Through partnerships and cooperative agreements, NMWF has a region reach that touches all Four Corners states, Texas, and Mexico.



Our Programs and Issues NMWF accomplishes its mission in four ways

- Advocacy and action for public resource protection (land, water, and wildlife)
- Public policy education and civic engagement
- Education and professional opportunities for New Mexico youth
- Advocacy for sportsmen’s issues at the local, state, and federal levels

Our 2018-2020 Goals

Goal 1: Ensuring NMWF stands out as New Mexico’s premier conservation and environmental education organization.

Goal 2: For the purpose of public resource protection, engage more New Mexicans in outdoor recreation and advocacy.

Goal 3: Create new and unique partnerships that add to NMWF's expertise and community reach.

Goal 4: Encourage the professionalization of NMWF at all levels through dedicated cultivation, development, and retention of quality leaders.

Goal 5: Provide opportunities for New Mexico's marginalized communities to learn, explore, and advocate for the environment and our public resources.

Background and Context

The New Mexico Wildlife Federation faces many challenges in the coming years, but those challenges present numerous opportunities. NMWF embarked on a strategic planning process in the wake of drastic political changes on a national level. Both NMWF staff and board of directors developed this strategic plan with the understanding that NMWF would play a central role in defending our outdoor heritage and traditions not only in New Mexico but across the West.

While several elements of the strategic plan identify immediate needs, the overall plan is designed to ensure that NMWF can continue to grow and remain nimble enough to adjust to new developments.

NMWF understands that in today's environment we must be able to make timely, strategic decisions about our operations. To make those decisions, it is important that NMWF have the most up-to-date information as we plan for staffing, expansion, and or the creation or dissolution of partnerships. NMWF is poised not only to deliver victories on specific issues, but also to become a news and information source for other conservation organizations and the public at large.

NMWF's organizational strengths include:

- The courage and passion to take controversial positions
- Our collection of talented, creative, experts that serve the organization in various capacities
- Our ability to be responsive to threats to public resources across the West and deliver in a meaningful and newsworthy fashion
- Our deep roots in New Mexico--being founded by Aldo Leopold in 1914
- Our unique sportsmen's voice in the field of conservation
- Connection to national organizations

- Our pragmatic political stance allows NMWF to be the middle ground in discussions that inflame passions on either extreme, and make meaningful policy changes
- Our connections to key decision-makers across the state
- Our diverse membership base and supporters represent the true make-up of New Mexico

Our Goals: 2018-2020

Goal 1: Ensuring NMWF stands out as New Mexico's premier conservation and environmental education organization.

NMWF's members rely on NMWF for information, resources, and advocacy opportunities to help them navigate land management, access, and outdoor issues. NMWF is uniquely poised to play a role as a leader in this area statewide by providing leadership, resources, and tools as well as framing a meaningful discussion about conservation issues. New Mexicans specifically need information on the latest decisions by land-managers, policy-makers, and educators.

Strategies:

- Research and analyze current statewide brand recognition
- Create marketing campaign designed to introduce NMWF to all of New Mexico
- Increase membership to 100,000
- Seek out permanent Education Coordinator position
- Increase public visibility of NMWF
- Ensure budget sustainability and financial responsibility

Goal 2: For the purpose of public resource protection, engage more New Mexicans in outdoor recreation.

The New Mexico Wildlife Federation doesn't take people outside just because it's fun. By connecting more New Mexicans to the outdoors through fishing, hunting, hiking, and camping trips, we hope to instill a love of the natural world that will spur a lifelong dedication to conservation. Through these outdoor activities, we teach ethical hunting practices, land management use, pack it in pack it out, and provide more information about access so more New Mexicans can utilize and ultimately protect the outdoors.

Strategies:

- Increase public outreach in areas not generally targeted by NMWF
- Connect members to policy and policy-makers
- Identify non-traditional users and develop targeted events
- Advocate for sportsmen specific issues through the cultivation of grassroots and grassroots spokespeople
- Promote the use and understanding of peer-reviewed science in all advocacy positions

Goal 3: Create new and unique partnerships that add to NMWF's expertise and community reach.

The old model of conservation is changing, and to that end the New Mexico Wildlife Federation needs to look outside traditional partners and find new allies. To engage more New Mexicans in the outdoors and conservation, we must create new partnerships that reflect the true make-up of New Mexico.

Strategies:

- (a) Develop working relationships with non-traditional allies
- (b) Evaluate partnerships to assess continued viability
- (c) Utilize contractors to increase NMWF's presence and reach
- (d) Create meaningful relationships with schools and tribes to create opportunities for educational outreach

Goal 4: Encourage the professionalization of NMWF at all levels through dedicated cultivation, development, and retention of quality leaders.

A skilled, dedicated staff is necessary for NMWF to continue to thrive. While recruiting staff is important, retention and cultivation makes our work sustainable. By providing opportunities for growth, training, and appropriate support staff, employees will feel dedicated to their work and organization. With the continuation of the professionalization of the organization, we are ensuring that NMWF will attract top talent for years to come.

Strategies:

- (a) Establish systems where staff can replicate each other to support staff development and decrease work gaps
- (b) Encourage staff Continuing Education and/or Professional Development
- (c) Create an effective Board of Directors through the processes of recruitment, engagement, and development
- (d) Maintain open lines of communication between staff, management, and Board of Directors

Goal 5: Provide opportunities for New Mexico's marginalized communities to learn, explore, and advocate for the environment and our public resources.

Access and resources can be a barrier to the outdoors for many across the West. The benefits of the outdoors on physical and mental health are well documented. By giving more marginalized communities the opportunity to enjoy the outdoors we can have a direct impact in our communities. This access can also lead to new groups becoming advocates for the outdoors.

Strategies:

- (a) Engage tribes, Latinos, women, veterans, youth, and the faith community in NMWF programs and advocacy
- (b) Introduce youth to career opportunities in natural resource management
- (c) Foster the next generation of outdoor enthusiasts
- (d) Combine cultural heritage practices with modern hunting, fishing, and conservation methods

About NMWF's Strategic Planning Process

NMWF's strategic planning process began in September 2017 and included: a "senior staff" meeting, a full staff meeting, a meeting between staff and the Executive Committee of the board of Directors, and a meeting of the board of directors in December 2017. The process was intentional about gathering information from a variety of sources and people that would help provide important insight into NMWF's past successes and future direction.