

Increase public awareness about the importance of native plants and natural habitats and the need to protect them

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Develop and distribute targeted publications and other media that support interest in and education about native plants</p>	Produce beautiful brochure to distribute to the general public		Distribute brochure broadly at public events and forums
	Develop and submit two articles to lay magazines		Develop and submit three articles to lay public magazines
	Write/support kids book on California native plants		
	Revive book publication operation		
	Enhance web page as a core tool for CNPS communications	Hire professional web master to oversee web page	Archive publications on-line
	Develop web page targeted for students	Update/modify web page as needed	
	Publish enhanced versions of <i>Bulletin</i> and <i>Fremontia</i>		
	Re-publish California native vegetation manuals		

Increase public awareness about the importance of native plants and natural habitats and the need to protect them

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Educate public officials, public and private land managers and environmental leaders about native plant and natural habitat issues</p>	<p>Create informational packets aimed at public officials and legislators</p>		
	<p>Implement public outreach campaign to educate public and policy makers about vernal pools</p>		
	<p>Implement "Go Plants!" media campaign targeting decision-makers and land managers</p>		
	<p>Collaborate with resource agencies in public education projects</p>		
	<p>Write two articles per year for newsletters and journals of other environmental groups</p>		
	<p>Develop basic portable CNPS exhibits</p>	<p>Enhance portable exhibits</p>	<p>Create template of exhibits to be used by chapters</p>
	<p>Support and encourage local co-sponsored events at chapter level</p>		

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STRATEGY	FY 2001	FY 2002	FY 2003
<p>Create effective media outreach</p>	<p>Create a media relations committee to coordinate media outreach</p>		
	<p>Hire professional media consultant</p>		
		<p>Develop generic informational packet for media</p>	
	<p>Issue press releases for significant CNPS achievements</p>		
		<p>Provide assistance to chapters in developing closer media relations</p>	

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STRATEGY	FY 2001	FY 2002	FY 2003
<p>Raise the level of “eco-literacy” by creating and supporting educational efforts about native plants and natural habitats</p>	<p>Educate CNPS membership about ecological processes through publications</p>		
	<p>Create prototype of a site stewardship education program</p>		<p>Evaluate and modify site stewardship education program</p>
	<p>Create slide presentation on vernal pool issue</p>	<p>Create additional slide presentations</p>	
	<p>Create bureau of speakers to present talks and slide shows</p>		
	<p>Publicize current scientific work focusing on native plants and habitats in text and web format</p>		
		<p>Develop a series of games and kits for families</p>	
		<p>Create floras on laminated flip cards in coordination with chapters</p>	

Increase public awareness about the importance of native plants and natural habitats and the need to protect them

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Improve native plant education within formal curricula at all levels</p>	<p>Hire Education Director</p>	<p>Support existing curricular materials through joint workshops</p>	
	<p>Create native plant booklets for kids</p>		
	<p>Develop curricular packets for each of the CNPS posters</p>		
		<p>Participate in meetings with educators to support collaboration</p>	
		<p>Support university training for ecologists/botanists and land professionals</p>	
		<p>Work with professors to develop credit and internship opportunities</p>	
	<p>Create native plant booklets for K-8 education curricula.</p>		

Increase public awareness about the importance of native plants and natural habitats and the need to protect them

STRATEGY	FY 2001	FY 2002	FY 2003
<p style="text-align: center;">Foster horticulture outreach, education programs and activities</p>	<p style="text-align: center;">Set up regional School Garden programs</p>	<p style="text-align: center;">Expand School Garden program into two regions per year</p>	
		<p style="text-align: center;">Give plants to kids to grow as part of regional plant sales</p>	
	<p style="text-align: center;">Create and distribute a series of "How to Grow Natives" leaflets</p>		
	<p style="text-align: center;">Distribute CNPS native plant horticulture materials at fairs, festivals</p>	<p style="text-align: center;">Develop and incorporate material on growing natives in CNPS exhibits</p>	<p style="text-align: center;">Develop bibliography of native plant horticulture and list of nurseries</p>
		<p style="text-align: center;">Promote joint activities with native-friendly nurseries and professional horticulturists</p>	

Increase public awareness about the importance of native plants and natural habitats and the need to protect them

STRATEGY	FY 2001	FY 2002	FY 2003	
<p>Conduct targeted outreach to new constituencies</p>	<p>Host a booth at garden/landscape shows</p>			
	<p>Organize chapter field trips to local wild areas specifically for nonmembers</p>			
	<p>Plan, produce and promote video on issues of interest to Gen X'ers</p>			
	<p>Identify materials to be translated into non-English language</p>	<p>Publish appropriate materials in Spanish and Cantonese</p>	<p>Publish appropriate materials in other languages</p>	
		<p>Organize family hikes and activities with chapters in local areas</p>		
	<p>Develop and distribute posters supporting native plant education</p>			

Create a scientific foundation to support the protection and appreciation of native plants and natural habitats

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Develop and maintain information resources about California native plants, habitats and ecosystem processes</p>	<p>Maintain inventory database through continuous data analysis</p>		
	<p>Review inventory database design to incorporate new technology options</p>	<p>Develop new tools to disseminate rare plant data and conservation information</p>	
		<p>Create digital image library of California rare plants and vegetation types</p>	
	<p>Initiate chapter-based inventory of locally rare and threatened plant species and communities</p>		
	<p>Help chapters create checklists and field guides on local native vegetation resources</p>		
	<p>Work with CalFlora and DFG to improve information available in California plant databases</p>		

Create a scientific foundation to support the protection and appreciation of native plants and natural habitats

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Promote the optimal use of good science in the protection of native plants</p>	<p>Pursue proactive program of listing under CESA</p>		
	<p>Work with USFW to determine appropriate taxa to list federally</p>		
	<p>Hire rare plant specialist</p>		
	<p>Review and publish updated ranking system</p>		
	<p>Distribute vegetation status reports to chapters, local agencies</p>		
	<p>Conduct conservation planning analyses of ecoregions in collaboration with other organizations</p>		
	<p>Develop program to monitor rare plants in the California desert</p>		

Create a scientific foundation to support the protection and appreciation of native plants and natural habitats

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Provide forums for the exchange of scientific information</p>	<p>Produce and distribute semi-annual issues of Vegetation Sampler</p>		
		<p>Host or promote vegetation symposium</p>	
<p>Conduct and promote scientific research to support CNPS goals</p>	<p>Conduct analyses of conservation plans in different ecoregions</p>		
	<p>Hire vegetation/conservation ecologist</p>	<p>Develop monitoring projects to test the usefulness of conservation actions</p>	
	<p>Train volunteers in vegetation sampling and inventory</p>		
	<p>Compile and analyze vegetation sampling data</p>		
	<p>Conduct vegetation surveys in key areas</p>		
	<p>Establish chapter vegetation committees</p>		
	<p>Create scientific info exchanges for all types of plant science</p>		

Advocate for the maximum protection of native plants

STRATEGY	FY 2001	FY 2002	FY 2003	
<p>Initiate and support the adoption of policies, regulations, laws and practices that strengthen the legal protection afforded to native plants and their habitats</p>	<p>Seek amendment to NCCP Act</p>			
	<p>Devise active strategies to influence up to five priority state and federal bills</p>			
	<p>Initiate legislation to strengthen CESA</p>		<p>Initiate legislation on other key native plant legislation</p>	
	<p>Provide legislative updates to chapters and members through Bulletin and email Action Alerts</p>			
	<p>Develop specific opportunities for chapter and member response to important legislative issues</p>			
		<p>Hold legislative workshops to increase chapter participation in legislative activities</p>		
		<p>Hire Conservation Director</p>		

Advocate for the protection of native plants equal to that of other organisms

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Initiate and support effective implementation of policies, regulations, laws and practices that protect native plants and natural habitats</p>	Advocate to increase funding to support botany staff in DFG	[Progress bar]	
	Review and comment on proposed changes to CEQA guidelines	[Progress bar]	
	Work with other groups for vernal pools protection	[Progress bar]	
	Participate in regional land planning efforts	[Progress bar]	
	Pursue critical habitat suits for listed species	[Progress bar]	
	Develop and implement plan for enforcement of laws and regulations through legal action	[Progress bar]	
<p>Initiate and support efforts to protect habitat on public and private land</p>	Develop inventory of public and private lands to protect	Update information as it becomes available	[Progress bar]
	Develop inventory of groups involved in land protection	Update information as it becomes available	[Progress bar]
	Develop partnerships with land protection groups to support native plant protection	[Progress bar]	

Promote, support and encourage the appropriate horticultural use of California native plants in gardens, landscapes and conservation activities

STRATEGY	FY 2001	FY 2002	FY 2003
<p align="center">Provide resources to support gardening with California native plants</p>	<p align="center">Create maps and lists of botanical gardens having native plant sections</p>	<p align="center">Create maps and lists of native plant nurseries</p>	<p align="center">Create articles and photo essays on native plants and their use in gardens</p>
	<p align="center">Host web-based horticultural discussion groups</p>		
	<p align="center">Provide assistance to support chapter plant sales</p>		
<p align="center">Promote regionally appropriate uses of native plants among various agencies, the landscaping industry, and home gardeners</p>	<p align="center">Re-establish CNPS presence on CalTrans policy committee</p>		
	<p align="center">Develop Southern California database of seed source information</p>		
	<p align="center">Develop policy guidelines for locally appropriate propagation materials</p>	<p align="center">Promote application of local propagation policy</p>	
	<p align="center">Establish CNPS landscape and garden policies</p>	<p align="center">Establish county or regional weed lists for nurseries</p>	

Promote, support and encourage the appropriate horticultural use of California native plants in gardens, landscapes and conservation activities

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Develop policies and guidelines for the appropriate horticultural use of California native plants in restoration, mitigation and revegetation activities</p>	<p>Develop guidelines for restoration and revegetation projects</p>		<p>Distribute and advocate for the use of restoration and revegetation guidelines</p>
	<p>Develop scientific criteria to monitor mitigation efforts</p>		<p>Distribute and advocate for the use of criteria in mitigation efforts</p>
	<p>Host on-line discussion group focusing on regionally appropriate restoration</p>		

Promote, support and encourage ecologically based land stewardship activities and practices

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Support appropriate restoration, revegetation and mitigation projects</p>	<p>Work with SERCal, scientists and others to promote good science in restoration</p>	<p>Assess scientific validity of mitigation and restoration efforts to ensure compliance with regulations</p>	
	<p>Provide direct support to chapters involved in restoration efforts</p>		
	<p>Foster awareness of land-use/management practices and techniques and their relationship to natural processes over time</p>	<p>Gather and distribute scientific information about land management practices</p>	
<p>Host on-line discussion group focusing on regionally appropriate restoration</p>			

Promote, support and encourage ecologically based land stewardship activities and practices

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Support the ethnobotanic management of California native plants</p>	<p>Develop coalitions with Native American tribes and groups to exchange ethnobotanic information</p>	<p>Publish special Fremontia issue or book on ethnobotany</p>	<p>Support the development of college courses in ethnobotany</p> <p>Provide funding to support research on ethnobotany</p>
<p>Develop policies and guidelines regarding land stewardship activities that include restoration, mitigation and revegetation activities</p>	<p>Develop standards for revegetation, restoration and reclamation</p>		

Strengthen the network of people involved in native plant protection

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Elevate CNPS name recognition among target constituencies</p>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;"> Identify target constituencies for CNPS outreach </div>		
<p>Use all programs as a tool to draw people into native plant protection</p>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;"> Provide volunteers with orientation materials on CNPS and native plant issues </div>		
	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;"> Provide chapters with technical assistance training and support </div>		

Strengthen the network of people involved in native plant protection

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Grow the membership of CNPS</p>	<p>Expand direct mail solicitations</p> <p>Establish CNPS membership committee</p> <p>Solicit local constituencies for membership</p> <p>Assist chapter membership development efforts</p> <p>Provide incentives for chapters to acquire new members</p>	<p>Revise and distribute membership brochure</p>	
<p>Motivate people within CNPS to become more actively involved</p>	<p>Actively recruit volunteers to participate in CNPS programs</p> <p>Develop recognition and leadership opportunities for volunteers</p>		

Increase involvement in and effectiveness of local chapters

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Facilitate communication among chapters and between chapters and CNPS leadership</p>	<p>Promote and support chapter involvement in regional meetings</p>		
	<p>Promote regional events like "VegFest" as focus for chapter activities</p>		
	<p>Provide resources to support uniform chapter administration</p>		
	<p>Encourage meetings among chapter leaders</p>		
	<p>Organize and support chapter newsletter editor council</p>		
	<p>Reinforce the connection between chapters and the Society</p>	<p>Improve electronic communication with chapters</p>	
<p>Strengthen connections between chapter committees and state committees</p>			
<p>Develop orientation and training program for chapter leaders</p>			

Increase involvement in and effectiveness of local chapters

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Provide resources to support chapter activities and functioning</p>	<p>Hire regional chapter coordinator for Southern California</p> <p>Create orientation packets for new chapter leaders</p> <p>Revise administrative handbook</p> <p>Support the development of chapter web sites</p>	<p></p>	<p>Hire regional chapter coordinator for another region</p>
<p>Explore new chapters, subchapters and interest groups as part of CNPS</p>	<p></p>	<p></p>	<p></p>

Mobilize a committed, diverse and effective pool of people to actively support CNPS

STRATEGY	FY 2001	FY 2002	FY 2003
Develop a strong governing body and supporting structure	Create board development committee and program		
	Implement changes to CNPS structure		
	Create board/staff personnel manual		
Hire and develop outstanding staff members	Hire development director		
	Improve staff benefits package		
	Provide staff training and inter-program orientation		
Attract volunteers and develop them throughout the organization	Develop a training program to help volunteers fulfill roles at both chapter and state levels		
Mobilize existing talent in the organization to help with state committees			

Develop stable and sufficient financial resources

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Enhance the annual giving program as the foundation of financial resources</p>	<p>Promote membership through CNPS publications</p>		
	<p>Continue existing renewal and fund appeal programs</p>		
	<p>Develop comprehensive membership mailing strategy</p>		
<p>Seek strategic investments from grants</p>	<p>Develop grant proposals for project priorities</p>		
	<p>Increase staff involvement in proposal writing</p>		
<p>Increase CNPS endowments</p>	<p>Revise endowment promotional material</p>		
	<p>Solicit grants from foundations to support endowments</p>		

Develop stable and sufficient financial resources

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Develop an active planned giving program</p>	<p>Revise and distribute planned giving promotional material</p>		
	<p>Develop planned giving ads for CNPS publications</p>		
<p>Develop active major donor program</p>	<p>Hold three major donor cultivation events annually</p>		
	<p>Develop complete donor cultivation files for all donor prospects</p>		
	<p>Establish regional development groups</p>		
	<p>Collaborate with local chapters to hold donor events</p>		
<p>Ensure strong financial management systems and reports</p>	<p>Create investment management program</p>		

Develop stable and sufficient financial resources

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Integrate fund-raising in all programs</p>	<p>Create grant fundable project lists through budgeting process</p>		
<p>Increase sales and fee-for-service programs</p>	<p>Develop catalog to sell products promoting CNPS and our partners</p>	<p>Promote catalog sales through publications and other CNPS communications</p>	

Establish the infrastructure necessary to support organizational excellence

STRATEGY	FY 2001	FY 2002	FY 2003
<p>Conduct on-going organizational development activities</p>			<p>Develop update to strategic plan</p>
<p>Leverage resources of the organization through strategic partnerships</p>	<p>Develop and execute outreach plan for collaborative opportunities</p>		
	<p>Build strong alliances for native plant protection on California public lands</p>		
	<p>Work with other organizations and agencies to increase protection listings of rare plants</p>		