

California Native Plant Society
Strategic Direction
2001-2003

VISION STATEMENT

CNPS envisions and actively works toward a future where:

Californians feel a personal connection to their natural environment.

- ◆ They value native plants for their intrinsic worth and beauty.
- ◆ They understand native plants, natural habitats and processes as essential to the well-being of all living things.
- ◆ They actively engage in learning about, protecting, conserving, and restoring native plants, natural habitats and processes.

Californians place importance on all native organisms, and hold that native plants, animals and other organisms are equally important in a functioning ecosystem. This widespread attitude influences both public policies and personal ethics.

The California Native Plant Society provides many opportunities for people to conserve, enjoy, teach, grow and learn about native plants, natural habitats and processes. The Society encourages broad participation among native plant enthusiasts and collaboration with other organizations. It is widely recognized as one of the primary voices through which the public expresses its broad interest in appreciating, understanding and conserving native plants and their habitats.

MISSION STATEMENT

To increase understanding and appreciation of California's native plants and to conserve them and their natural habitats, through education, science, advocacy, horticulture and land stewardship.

PROGRAM GOALS AND STRATEGIES

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

1. Develop and distribute targeted publications and other media that support interest in and education about native plants.
2. Educate public officials, public and private land managers and environmental leaders about native plant and natural habitat issues.
3. Create effective media outreach.
4. Raise the level of “eco-literacy” by creating and supporting educational efforts about native plants and natural habitats.
5. Improve native plant education within formal curricula at all levels.
6. Foster horticultural outreach, education programs and activities.
7. Conduct targeted outreach to new constituencies

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

1. Develop and maintain information resources about California native plants, habitats and ecosystem processes.
2. Promote the optimal use of good science in the protection of native plants.
3. Provide forums for the exchange of scientific information.
4. Promote and conduct research to support CNPS goals.

C. Advocate for the maximum protection of native plants.

1. Initiate and support the adoption of policies, regulations, laws and practices that strengthen the legal protection afforded to native plants.
2. Initiate and support effective implementation and enforcement of policies, regulation, laws and practices that protect native plants and natural habitats.
3. Initiate and support efforts to protect habitat on public and private land.

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

1. Provide resources to support gardening with California native plants.

2. Promote regionally appropriate uses of native plants among various agencies, the landscaping industry, and home gardeners.
3. Develop policies and guideline for the appropriate horticultural use of California native plants in restoration, mitigation, and revegetation activities.

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

1. Support appropriate restoration, revegetation and mitigation projects.
2. Foster awareness of land-use/management practices and techniques and their relationship to natural processes over time.
3. Support the ethno-botanic management of California native plants.
4. Develop policies and guidelines regarding land stewardship activities that include restoration, mitigation, and revegetation activities.

CAPACITY GOALS AND STRATEGIES

F. Strengthen the network of people involved in native plant protection.

1. Elevate CNPS name recognition among target constituencies.
2. Exploit opportunities to use all programs as a tool to draw people into native plant protection efforts.
3. Grow the membership of CNPS.
4. Motivate people within the Society to better understand the Society and become more actively involved.

G. Increase involvement in and effectiveness of local chapters.

1. Facilitate communication among chapters and between chapters and CNPS leadership.
2. Reinforce the connection between chapters and the Society.
3. Provide resources to support chapter activities and functioning.
4. Explore new chapters, subchapters and interest groups as part of CNPS.

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

1. Develop a strong governing body and supporting structure.
2. Hire and develop outstanding staff members.
3. Attract volunteers and develop them throughout the organization.
5. Mobilize existing talent in the organization to help with State level committees.

I. Develop stable and sufficient financial resources.

1. Enhance the annual giving program as the foundation of financial resources.
2. Seek strategic investments from grants
3. Establish an endowment.
4. Develop an active planned giving program.
5. Integrate fund-raising in all programs.
6. Increase sales and fee-for-service programs.

J. Establish the infrastructure necessary to support organizational excellence.

1. Conduct ongoing organizational development activities.
2. Leverage the resources of the organization through strategic partnerships.