



Performance Indicators for 2010 Q1

Green

Yellow

Red

Priorities, Achievements,
Weaknesses

Presentation and Feedback

Bylaws: CC evaluates Board
Performance, Org Health



Helpful Information

Green

Yellow

Red

Green

- Means go – project / task is progressing full speed ahead.

Yellow

- Means slow – project is still progressing, but slowly.

Red

- Means stop – project/task is on hold, or running into difficulties.

1st box = previous quarter and 2nd box = current quarter.

California Native Plant Society

2707 K Street, Suite 1; Sacramento, CA 95816-5113
916.447.CNPS (2677), cnps@cnps.org, www.cnps.org

Mission: 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.



Articles of Incorporation 1965

Members

9,000 Members

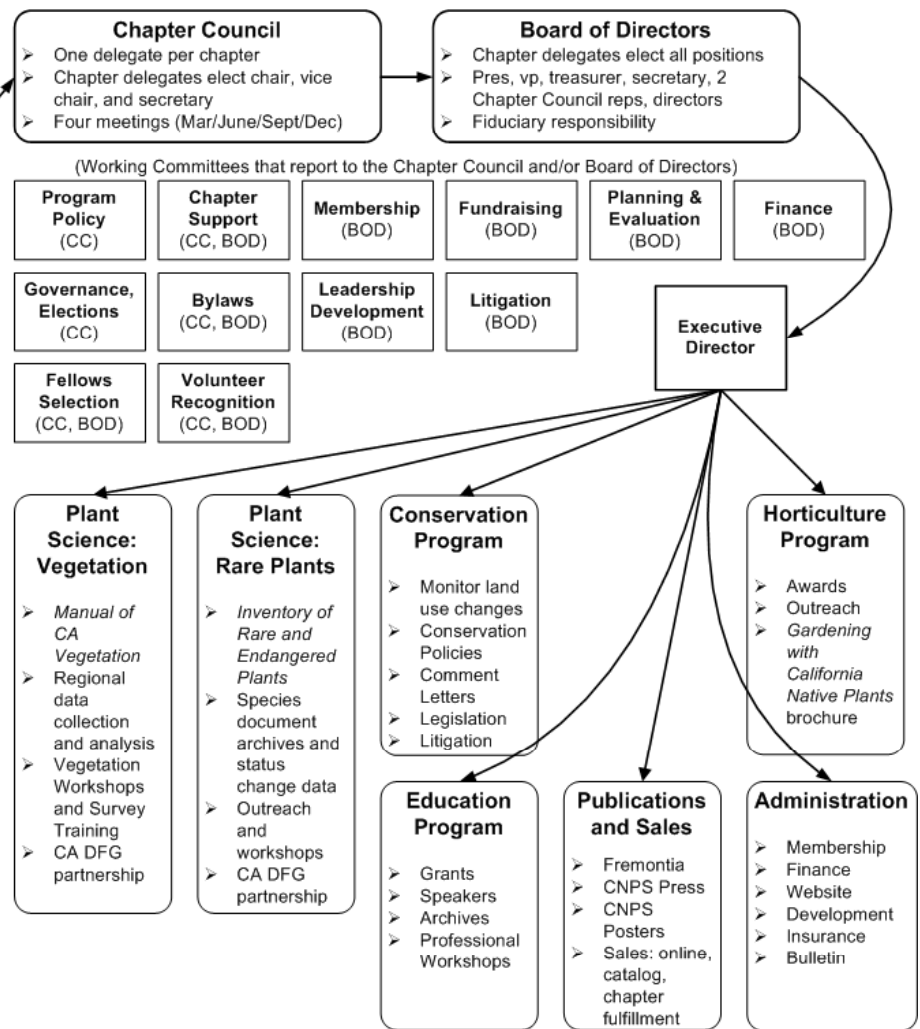
Volunteers contributed over 97,000 hours in recorded work activities for 2007

Membership Dues

- individual or library - \$45
- family - \$75
- group - \$75
- plant lover - \$100 - \$300
- patron - \$300 - \$600
- benefactor - \$600 - \$1500
- Mariposa Lily - \$1500+ limited income - \$25
- student - \$25

Chapters

Names	Programs
Alta Peak	Arboretum Assistance
Bristlecone	Book Sales
Channel Islands	Conservation
Dorothy King Young	Education
East Bay	Field Trips
El Dorado	Garden Tour
Kern County	Grants
LA/Santa Monica Mts.	Horticulture
Marin County	Hospitality
Milo Baker	Mapping and Monitoring
Mojave Desert	Meeting, Programs
Monterey Bay	Newsletter
Mount Lassen	Invasive Weed Removal
Napa Valley	Nursery
North Coast	Outreach
N. San Joaquin Valley	Photography
Orange County	Plant Sales
Redbud	Poster Sales
Riverside/San Bernardino	Public Programs
Sacramento Valley	Publications
San Diego	Publicity
San Gabriel Mountains	Rare Plant
Sanhedrin	School Gardens
San Luis Obispo	Speaker
Santa Clara Valley	Stewardship
Santa Cruz County	Website
Sequoia	
Shasta	
Sierra Foothills	
South Coast	
Tahoe	
Willis L. Jepson	
Yerba Buena	





Executive Director Reports

Communication Plan

- Represents development of a long term communication strategy
- Plan to integrate CNPS programs, education, fundraising and advocacy efforts through communication strategies
- Represents recognition that all CNPS efforts have a communications element
- Assists in developing consistent messaging throughout the organization

Brand Development — on hold



Executive Director Reports

- Rare Plant Ranks –Change in name only!
 - New name: California Rare Plant Ranks
 - Recognizes the collaborative process of assigning the rare plant ranks – CNPS does not solely control
 - Some details about the change still need to be worked through.

Executive Director Reports



CNPS
California Native Plant Society

About CNPS Chapters Join Now Publications Shop Online Conservation Education Growing Natives Rare Plant Science Vegetation Science

SUPPORT CALIFORNIA NATIVE PLANTS:

[Join / Renew](#)

[Donate Now](#)

Sign up for CNPS eNews
Get the latest news and alerts

Email Address [GO](#)

[Visit us on Facebook](#)

CNPS 2012 Conservation Conference: Conserving and Restoring the Roots of California's Richness
January 12-14; workshops Jan 10-11; Public Day Jan 14. Town & Country Hotel, San Diego

Manual of CA Vegetation 2nd Edition
[Buy it online](#)
[press release](#)



Seaside daisy (*Erigeron glaucus*) on the coastal bluffs of Point Reyes

Protecting California's Native Flora since 1965

The California Native Plant Society works hard to protect California's native plant heritage and preserve it for future generations. Our nearly 10,000 members promote native plant appreciation, research, education, and conservation through our five statewide programs and 33 regional chapters in California. Through membership in CNPS, Californians of all walks of life are able to support and engage in opportunities to experience and learn about native plants and their habitats, gardening and landscaping with native plants, restoration of habitat areas, and conservation issues throughout the state.

[Read more about CNPS](#)

Upcoming Events

- [Chapter Council meeting](#) Sept 11-12, 2010

Latest News and Activities

Conservation

- ▶ [DRECP Science Report](#)
- ▶ [What is DRECP?](#)
- ▶ [Native Plants & Fire Safety Policy](#)

Education

- ▶ [Apply now for CNPS education grants – Deadline Sep 30](#)
- ▶ [A real Rare Plant Treasure Hunt by two SF Chronicle journalists](#)

Growing Natives

- ▶ [Patio Gardens with Ca natives](#)
- ▶ [Plant a Habitat Garden for your Children](#)

Rare Plants

- ▶ [Online Inventory Gets a Face Lift](#)
- ▶ [Meet CNPS Rare Plant Botanist – Aaron Sims](#)

Vegetation

- ▶ [Northern Sierra Foothills vegetation mapping project](#)
- ▶ [New surveys in South Sierra Foothills!](#)



Executive Director Reports

■ ■ Staff Capacity at the State office – transitioning

- Cari Porter – handles all financial aspects of running the organization, oversees financial/donation processing, administers all program contracts, expense administration and processing.
- Stacey Flowerdew – membership development, publications, e-newsletter, facebook, appeal processing and support.
- Marcy Millett – Donation processing, directory, and phones.
- Tara Hansen – Development & fundraising; committee facilitation; project management; staff and operations management; organizational program planning and reporting.
- Shi'nae Carter – Part time, sales and office support.



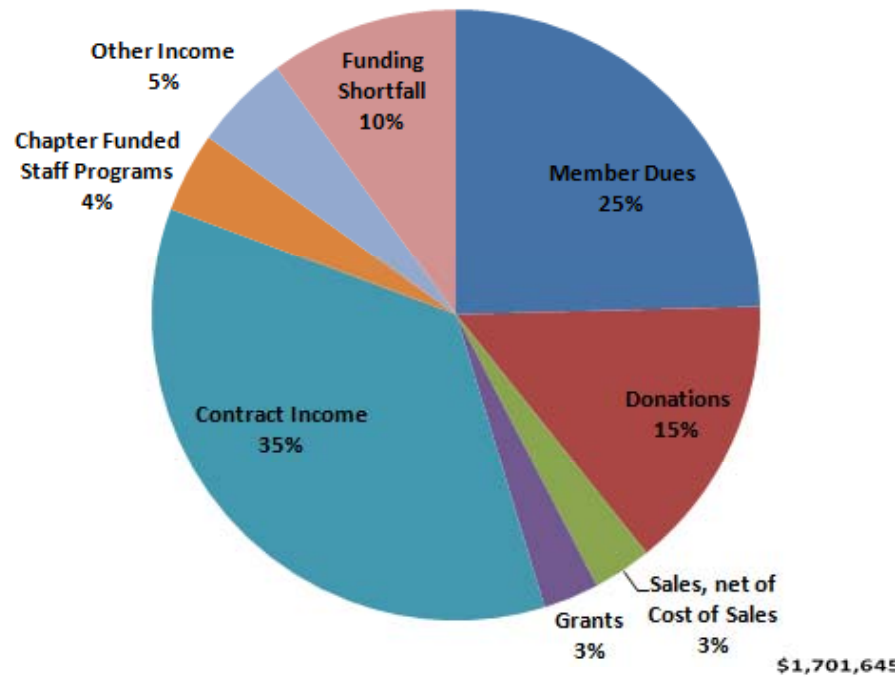
Executive Director Reports

■ ■ Economies of Scale ~ Benefit of Growth

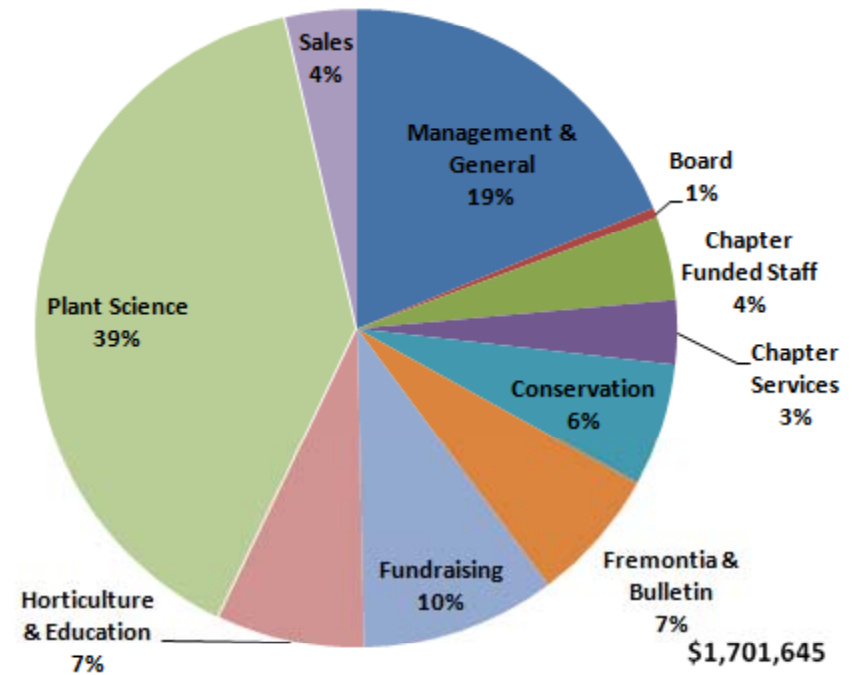
- No matter how big the organization gets, you only need 1 ED, 1 Conservation Director, 1 Education Director, 1 donor database, and so forth.
- Management costs may increase marginally, but do not double when the organization doubles in size.
- With a larger organization / larger membership, these costs are spread out and diluted over a larger, stable revenue base, allowing a greater portion of funds to be dedicated to program work.

Administration & Finance

2009-10 Revenue & Other Support

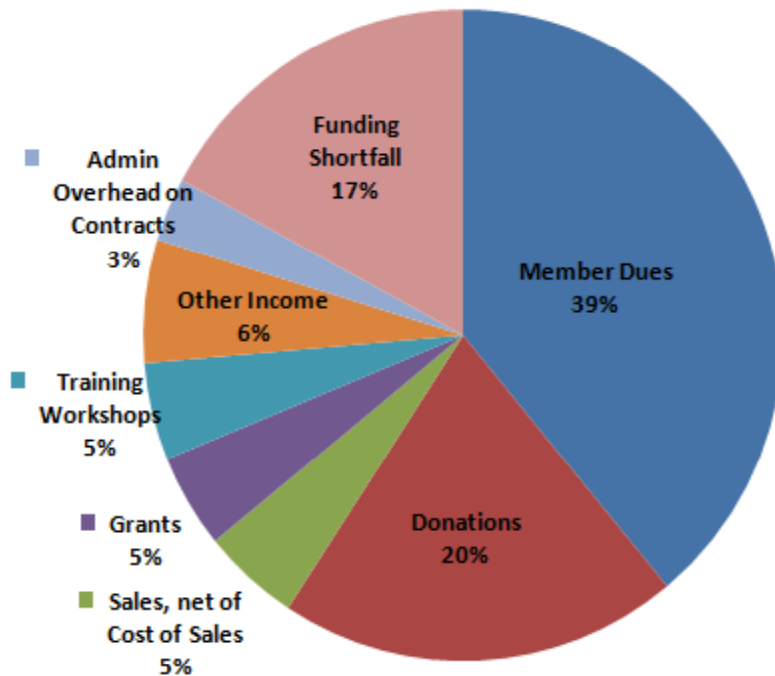


2009-10 Program & Administrative Expenses



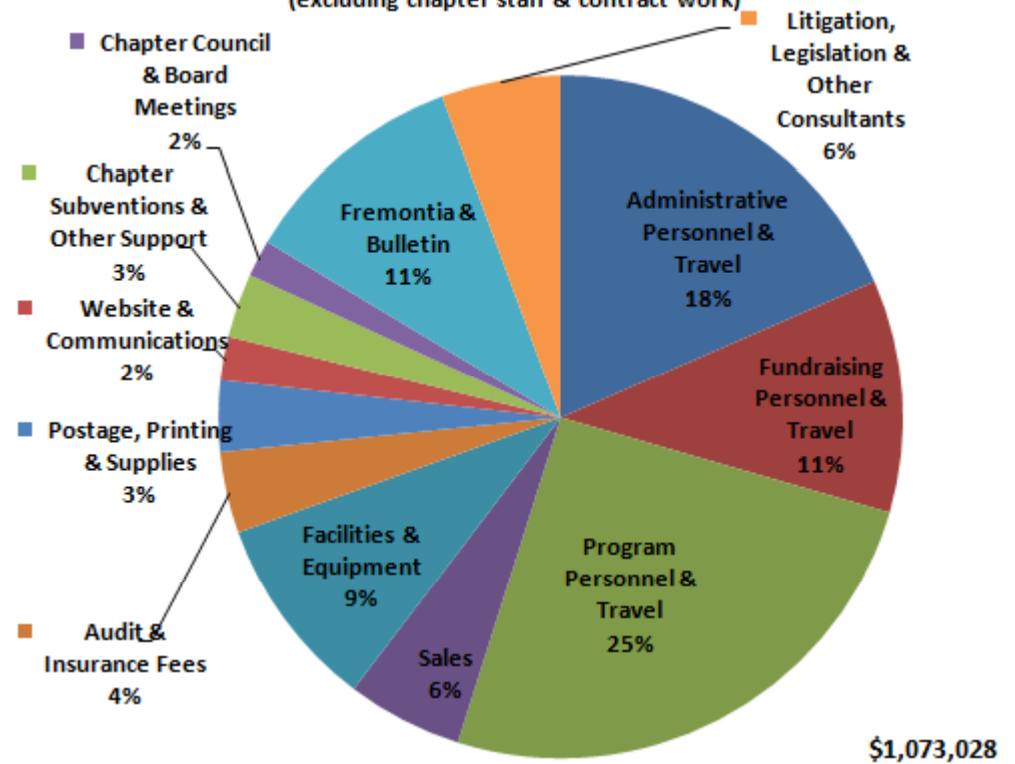
Administration & Finance

2009-10 Revenue & Other Support
(excluding chapter staff & contract work)



\$1,073,028

2009-10 Program & Administrative Expenses
(excluding chapter staff & contract work)

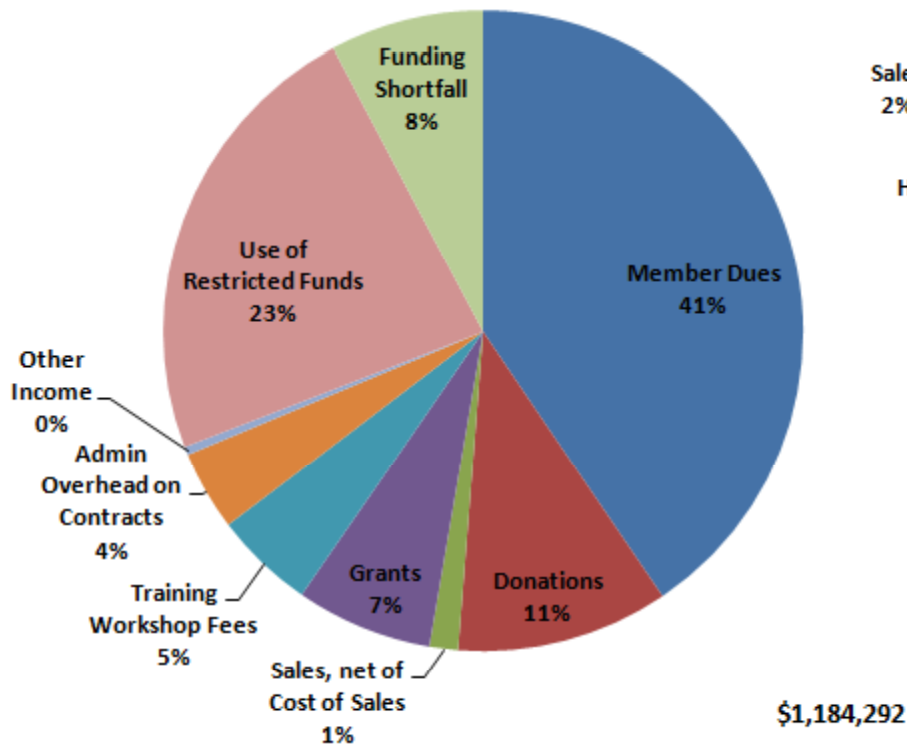


\$1,073,028

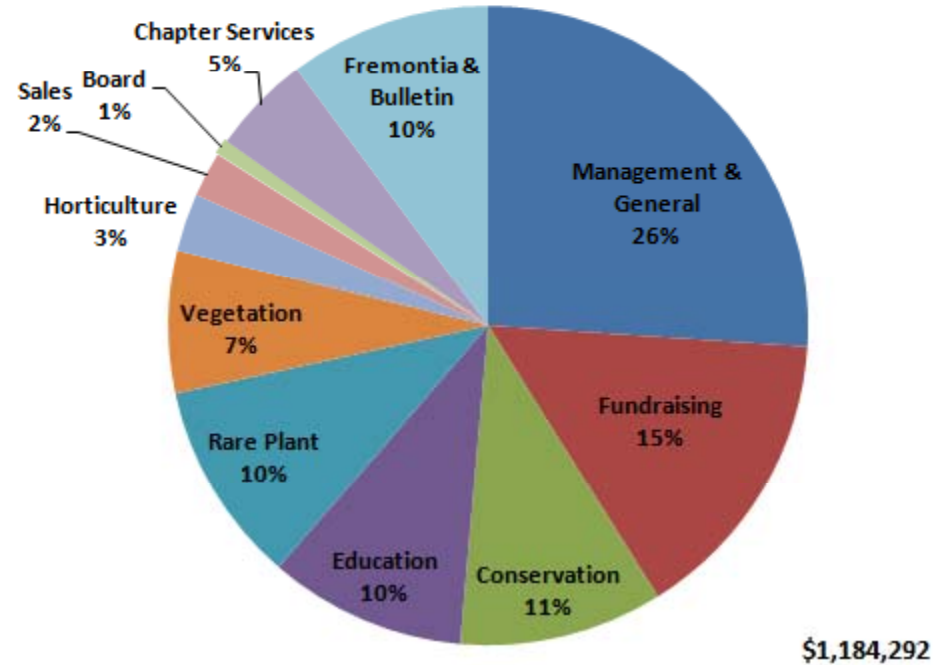


Administration & Finance

2010-11 CNPS Operational Budget
Revenue & Other Support



2010-11 CNPS Operational Budget
Program & Administrative Expenses



CNPS Budget Overview

CNPS's Annual Revenue Components:

- Contract Income – offsets direct program expenses, a small percentage of overhead offsets administrative costs
- Membership Fees – offsets *partial* cost of direct member benefits, administration, program & chapter support, and board expenses.
- Donations – offsets partial program support, development expenses, administrative expenses, chapter support.
- Restricted Donations/Funding – offset direct program expenses.
- Grants – offset direct program expenses and a small percentage of administrative expense.
- Book Sales – offsets cost of goods sold

CNPS Budget Overview

CNPS's Annual Expense Components:

- Direct program expense including program staff and expenses not covered by grant and contract income.
- Management and administrative personnel to manage the fiscal matters programs, and other CNPS activities.
- Development, sales, and membership processing costs.
- Direct membership benefits (ie: Fremontia, Bulletin, and e-news).
- Chapter meetings, subventions, and other support.
- Cost of insurance and financial audits.
- Rent, equipment and facilities.



Administration & Finance

- ■ Annual Statement of Inventory, Receipts & Expenditures were due April 21st!
 - Reports are still outstanding for 8 chapters

We cannot complete our financial audit or file tax returns until all chapter reports are in.

Administration

- ■ General Liability Insurance – Required forms are on the website, provide forms 2 weeks in advance of the event.
- ■ Chapter Sales Tax Reporting – Full, complete addresses (no PO Boxes!) are needed in order to complete electronic filing with BOE. Reports due within 21 days after the end of each quarter.
- ■ Fiscal Year End Reporting – Audited financial statements have been completed for 2008-2009 fiscal year. Audit has been scheduled for the 2009-2010 fiscal year (September 2010).
- New Server at 2707 K Street! – Thanks to a generous new equipment donation from Gene Doherty of Willis Jepson Chapter, our 5 year old server will be reconfigured & swapped in Sept.



Publications and Sales

- ■ MCV2 & Moss Book Sales – We have sold 900 copies of *Manual of CA Vegetation* and 474 copies of *California Mosses*.
- ■ Publications Pipeline – Project proposal coming together for a photo companion book to MCV2.
- ■ Sales Program Changes – Outside inventory is dwindling, we now want to focus on marketing CNPS Press and special products/publications available exclusively through CNPS.
- ■ Fremontia - Bob Hass is the new editor, still behind schedule, double issues planned to help get caught up.
- ■ Bulletin – On schedule.



Development - Fundraising

- ■ **Grants** –Grant research and proposal development efforts are ongoing. Received unsolicited \$25K grant from Craig’s List. Five big proposals submitted this summer with help from Sandy McCoy.
- **Accounting, Donor, Member Databases** – Mostly complete.
- ■ **Marketing** –working on the communications plan & ACR 173.
- ■ **E-Newsletter** – Subscribership continues to grow. Stacey Flowerdew, editing and layout and Tara Hansen, editor.
- ■ **Fund Development Committee** – Ellen Dean, Sandy McCoy, Brian LeNeve have helped with thank you notes. Allison Shilling and Ellen have helped with fundraising calls for special projects.



Development - Fundraising

- ■ Organizational Membership Levels – Written appeal planned for agencies and consultants, delayed. Be sure to bring these leaflets to plant sales and events.
- ■ Horticulture Database – No results yet from the initial mailing; staff applied for a grant to fund the project.
- Sandy McCoy - Working on a limited contract with the State office to help support Development work in Planned Giving (contacting members) and Foundation research and contact, proposal development.
- ■ Planned Giving – 35 members contacted who had indicated interest through June, 1 new Legacy Circle member, several considering. One new bequest (\$35K) to the conservation endowment.



Development - Fundraising

■ Hort Brochure – great results from chapters, raised about \$4k, brochures available for distribution.

■ ■ Support for Conservation Intern – This is on hold, we would like to know if chapters can help support this expense, State Board allocated 5K, one chapter member contributed \$500, need about \$4,500 more.

■ Cal IPC Symposium –

Chapter Name	Pledge Amt
East Bay	\$500
Redbud	\$100
LA / Santa Monica Mtns	\$500
Orange County	\$255
Santa Cruz	\$250
State	\$500
Total to date:	\$2,105
GOAL	\$4,000



Membership Development

- ■ Membership – Net growth up 207 members, 2.4% for the year.
- ■ New Memberships – 2010 new membership signups are strong, but below projections. Total new members so far = 692.
- ■ Membership Renewals – Stacey Flowerdew is contacting lapsed members by phone, and results are 1 in 6 contacted renew. Comeback appeal has been helpful in bringing back old lapsed members – so far 208 sign ups, more to come. Call Stacey for script.
- Most New Members in 2010 – Santa Clara Valley
- Most New Members/Single Event – Channel Islands
- ■ Membership Grants – Be sure to send in your results reports.



Membership Development

- ■ Membership Reporting to Chapters – We are still exploring more secure and efficient ways to distribute membership data to chapters. Any upcoming changes will be announced well in advance.
- ■ Member Address Changes – Please direct your members to update their addresses on the website. They can access the address change tool at <http://www.cnps.org/cnps/join> .
- Changes in Member Benefits – Beginning in October of 2011, *Fremontia* will only be published three times per year. Notices out with renewals, update insert for brochures.



Vegetation

- ■ Manual of California Vegetation 2
Nearly 900 copies sold through July! Working on raising funds for a companion photo book, and MCV database upgrades.
- ■ Grasslands — Award of a new NRCS CIG grant for \$65,791 will allow work to establish baseline knowledge on grasslands to continue.
- ■ *N Sierra Nevada Foothills Survey* — Map work is being completed in the final quarter area. A map of the northern half is already available on BIOS.
- ■ *S. Sierra Nevada Foothills* — With funding from a private donor, CNPS completed 130 surveys on 10,000 acres, and vegetation map is in progress. SNC Grant for \$250,000 goes out next week.



Vegetation continued

- ■ **Fen Assessment** –New area in Shasta-Trinity NF added.
- ■ **National Park Service** – Work on this new cooperative agreement for advisory support on classification and mapping in the Mojave is underway.
- ■ **Carrizo Plain National Monument** – BLM funding provided for collection of 380 surveys that will serve as a baseline for evaluating vegetation changes with climate over time.
- ■ **Alluvial Scrub**– New funding for work in the upper Santa Ana Watershed has been obtained from USFS.



Rare Plants

- ■ Rare Plant Inventory— 10 plant additions!
- ■ Updated Online Inventory—Fall release still planned.
- ■ Rare Plant Treasure Hunt – Individuals and groups from 22 chapters have been involved, over 100 people contributed 50 updated or new occurrences to CNDDDB! Treasure Hunt staff interviewed by the San Francisco Chronicle in May.
- ■ Conference Proceedings— Estimated publication date is spring of 2011
- Enthusiastic Hello! – Welcome Aaron Sims!



Conservation

- ■ Desert Solar/Ivanpah – Preliminary decisions to certify issued on Ivanpah (State office intervening) and Imperial Valley projects (San Diego Chapter intervening). Final decision on ISEGS 9/15
- ■ Other Desert Solar – There are 9 solar, 4 wind, and 1 geothermal projects being fast-tracked to begin construction in 2010. Ridgecrest (tracked by Bristlecone Chapter) preliminary decision is non-cert.
- ■ DRECP – Independent Science report completed. CNPS rare plant lists included in report, press released issued and circulated.
- ACE Levee Vegetation Policy - Greg is working with a broad coalition group working on a stand down. Tara attended a stakeholder meeting with Barbara Boxer's staff this past week to seek the Senator's assistance with the Corp.



Conservation continued

- ■ Walker Ridge – Tara and Ellen Dean participated in a stakeholder meeting in June (see Bulletin). Other meetings coming up.
- ■ Conservation Tools/Chapter Cons Calls - First calls held in June. Monthly calls start September 21st.
- ■ Litigation –Polo Ranch had a successful settlement (great work Santa Cruz Chapter!), Big success in El Dorado Hills (great work Sue Britting!) with a fabulous settlement on the Congregate lawsuit. Carol Witham working on Sunrise/Douglas. WEMO & 4 S. Ca Forests still in progress.
- ■ CEQA Challenges – Legislative session ended with NO successful CEQA challenges were passed. Budget negotiations still present opportunities for challenges.



Conservation continued

- Statewide Veg Mapping** - Greg, Tara and Vern met with stakeholder interests to explore support levels and possible strategies to advocate for the use of vegetation classification mapping efforts consistent with CNPS and CA DFG VegCAMP protocols.
- Native Plant Day/Week Resolution** — Passed! The third week of April, 2011 represents the first native plant week in Ca!
- September Focus on Conservation** — Done!
- CalFire Timber Harvest Plans** — No new updates.
- USFS Sierra Nevada Forests** — No new updates.



Horticulture/Native Gardens

- ■ **New Blog on Website** – Seven members of the Horticulture Committee have committed to writing and monitoring blog posts. Check it out at <http://grownatives.cnps.org> or find it on our website.
- ■ **Quarterly Hort e-Newsletter Focus** – Please submit new material for publication on the state website and e-newsletter to cnps-horticulture-review-sub-committee@googlegroups.com
- ■ **Horticulture Database** – Laura Camp and Betsey Landis are leading the project – Vince Scheidt provided helpful review on attributes. State office submitted a grant to Stanley Smith Found.

Education

- ■ Consortium of Botanic Societies – Cal ECO –California Ecological Conservation Organizations or Cal – ECO.
- ■ Workshops – Environmental Negotiations November 19-20 at UCD taught by Jim Nelson and special guests.
- ■ Rare Plant Treasure Hunt – Excellent results so far – see the State Website and the last e-newsletter for highlights. BLM has funded a \$100,000 grant toward the project for the next 5 years, new grant with NFWF for remaining funding is in. Program needs private funding.
- ■ Plant Taxonomy Curriculum by Glen Keator – November 20-21 at Tilden Park, this is a course for people interested in teaching a plant taxonomy course.

Education

- ■ **CNPS Conference 2012** –The conference will be held at the Town and County Hotel /Conference Center in San Diego, January 12-14 with workshops on the 10-11, and public day on January 14. The title for the conference is ***CNPS 2012 Conservation Conference: Conserving and Restoring the Roots of California's Richness.***
- ■ **Stewardship and Education Committee** –John Muir Laws and Tom Baird have completed production of a series of short, how-to videos about drawing from nature. The videos and curriculum were field tested in April 2010, and will be available for downloading on the CNPS web page this fall. This project was funded by the Jiji foundation.



Governance

- ■ Progress on Strategic Goals – Mission and Vision statements approved at the December Chapter Council meeting. Strategic Goals were approved by Chapter Council during the March meeting.



Performance Indicators Chapter Council Insights?

End