**Draft**

**2018 – 2023**

**The Nebraska Master Naturalist Program Strategic Plan Summary**

1. Goal: Increase the conservation success in Nebraska.
2. Objective: Contribute $5,000,000 worth of volunteer hours to aid the conservation of Nebraska’s Natural Resources.
3. Action: Maintain the volunteer tracking system and continue to search for ways to make it easier and more convenient for the Naturalist Members to log in their hours.
4. Objective: Participate in 500 “Resource Management Projects” in five years
5. Action: Modify Member Tracking System to allow members to designate a specific Resource Management Project.
6. Objective: Impact 1,000,000 people in five years.
7. Action: Maintain the volunteer tracking system and continue to search for ways to make it easier and more convenient for the Naturalist Members to log in their hours.
8. Objective: Achieve and maintain 100% Partner satisfaction of conservation related projects.
9. Action: Review current Partner Member satisfaction evaluation procedures.
10. Action: Develop new or better Partner Member Satisfaction Evaluation Procedures if needed.
11. Action: Implement Partner Member Satisfaction Evaluation Procedures as soon as possible.
12. Goal: Increase the number of active and participating Partner Members.
13. Objective: Increase the number of Program Partner Members.
14. Action: Reactivate the Steering Committee or replaced by a Partner “based” committee.
15. Actions: Evaluate Partners (See 1.D. above).
16. Actions: Review existing and modify / develop a new Partner Communication Plan.
17. Actions: Review existing and modify / develop a new marketing Plan
18. Actions: Prepare a simple Partner Member Agreement. This agreement should express the Partners needs of the volunteer and any restrictions specific to the Partners activities
19. Objective: In concert with NMNF increase the value of “financial & donor partners” contributions by 30%.
20. Actions: Working with the NMNF increase efforts to recruit “financial partners” such that their benefits equal 15% of the operational budget.
21. Actions: Working with the NMNF increase efforts to recruit “Donor Members” by 15%.

3. Goal: Enhance the network of Volunteer Members

A. Objective: Add 350 additional Certified Master Naturalist Members. This increase in membership should include increasing the numbers of Naturalist Members in counties that contain or boarder US HWY 81 or west to the state line so that the total population of Master Naturalist equals the ratio of the total state population in that same area.

i. Action: Expand the availability of programing in the target area

ii. Action: The Program to develop a plan to achieve racial and ethnic balance comparable to the ratio observed in the state population.

B. Objective: Establish at five or more regionally centered “chapters” by 2022.

i. Action: Provide various resources to facilitate the formation and support of Chapters.

C. Objective: Provide new and existing Chapters guidance, support and procedures needed to fulfill their chapter’s mission.

i. Action: TBD

D. Objective: Program to provide guidance, support and equipment to allow “chapters” to prepare and conduct *core and* core plus type training.

i. Action: TBD

E. Objective: Program to provide new and existing chapters guidance, support and training so individuals of a chapter can assume leadership positions within their respective chapters and at the Program level.

i. Action TBD

F. Objective: Formulate, develop and implement a Master Naturalist Mentoring Program.

i. Action: TBD

G. Objective: Continue to build on the initial success of the State Conference, Gala and Reunion.

i. Action: TBD

1. Goal: Create a sustainable Master Naturalist Program
2. Objective: In cooperation with The Nebraska Master Naturalist Foundation prepare and implement a Memorandum of Understanding (MOU) that defines the roles and responsibilities of each organization.
3. Action: Form a MOU committee to prepare and present a Draft MOU to the Executive Board
4. Objective: Prepare and operate within an operating budget reviewed and approved by the Executive Board
5. Action: Prepare an operational budget to be approved by the Executive Board
6. Objective: Obtain 60% of the programs operational cost from sources other than NET, NGP or Registration.
7. Action: In compliance with the MOU assist or lead the preparation and submittal of grant proposals or donation request such that these monies will augment the monies provided by NET and NGP.
8. Objective: Obtain 10% of the program’s operating cost from program fees.
9. Action: Implement a plan to have each Naturalist Member pay a fee to support the Program (dues).
10. Action: Implement a plan to have each Partner Member pay a fee to support the Program (dues)
11. Objective: Obtain 30% of program operating cost from Partners.
12. Action: Seek Partner in-kind contributions.
13. Action: In cooperation with The Nebraska Master Naturalist Foundation seek donations from Nebraska Master Naturalist Patrons / Donors