



COLORADO NATIVE PLANT SOCIETY

Strategic Plan: 2020-2025

CoNPS MISSION

We are a non-profit organization dedicated to furthering the knowledge, appreciation and conservation of native plants and habitats of Colorado through education, stewardship and advocacy.

Passed by the CoNPS Board of Directors on 02/08/2020

Contact: Conpsoffice@gmail.com

LOOKING BACK AND MOVING FORWARD

The Colorado Native Plant Society (CoNPS) was incorporated on June 10, 1976. The Society's founding was inspired by a 1976 workshop on threatened and endangered species held by the U.S. Forest Service and the Audubon Society. Just a few months later, in October 1976, the first CoNPS Annual Meeting was held at Denver Botanic Gardens with 170 people in attendance. Since that time, the Society has developed multiple avenues to connect the public with native



JOHN MARR, THE FIRST CoNPS PRESIDENT, 1957. AS EARLY AS THE 1970S, MARR WAS WRITING ABOUT CONSERVATION CHALLENGES TO NATIVE PLANTS OF THE ROCKY MOUNTAIN REGION. ONE WAY CoNPS SUPPORTS NATIVE PLANT CONSERVATION IS THROUGH THE MARR FUND, WHICH WAS ESTABLISHED IN MARR'S HONOR.

plants and their habitats, including monthly Chapter meetings, field trips and workshops, school outreach events, and publication of the quarterly newsletter *Aquilegia*. There are also three grants available to support the study of native plants and their habitats: The Marr and Steinkamp Funds and the Mission Grant. **The growth in the scope of the Society's activities over the years positions it to have an increasing impact in the region. We hope the Strategic Plan for 2020-2025 contributes to the Society's continued success in achieving its mission.**

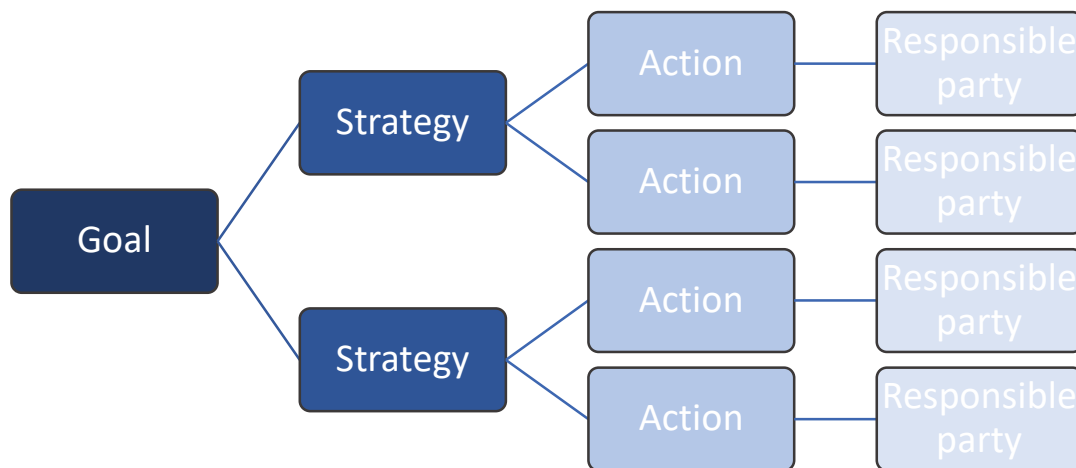


FROM THE FIELD TO THE CONFERENCE ROOM, CoNPS WORKS TO ACHIEVE ITS MISSION TO FURTHER THE KNOWLEDGE, APPRECIATION AND CONSERVATION OF COLORADO'S NATIVE PLANTS AND HABITAT.

STRATEGIC PLAN

The process

The Strategic Plan is meant to provide a living document that maps a course for achieving the mission and goals of CoNPS. **The Plan can and should be revisited and revised if better strategies or actions for achieving the Society's goals are revealed.** The development of the current Plan was iterative and interactive, guided by a Strategic Planning Committee (Ann Grant, Erica Cooper, and Christina Alba), who sought input from the CoNPS Board of Directors at several stages of the process. The committee used the CoNPS mission statement as a guide for developing a series of high-level goals that are central to achieving the Society's mission. **Because CoNPS is a predominantly volunteer-run organization, we chose not to attach any timelines or required actions to this Plan. Instead we map out strategies for achieving each goal and list the logical responsible party or parties to support each strategy. Many of the strategies are already being implemented, while others are aspirational. The particular actions needed to implement the strategies are the purview of the responsible parties.** The Plan shall be made readily accessible to CoNPS members, chapter presidents, committee members, the board of directors, and CoNPS staff, to support our shared interest in furthering the knowledge, appreciation and conservation of native plants and habitats in Colorado.



THE STRATEGIC PLAN IS STRUCTURED AROUND FOUR GOALS THAT UNDERPIN THE MISSION OF THE SOCIETY. THE PLAN OUTLINES STRATEGIES TO ACHIEVE EACH GOAL AND LISTS THE PARTY OR PARTIES RESPONSIBLE FOR IMPLEMENTING EACH STRATEGY. SOME STRATEGIES ARE ALREADY BEING FULLY OR PARTIALLY IMPLEMENTED. OTHERS ARE ASPIRATIONAL. WE HAVE NOT SET TIMELINES OR REQUIRED ANY SPECIFIC ACTIONS OF THE RESPONSIBLE PARTIES, AS EACH GROUP MUST HAVE THE LATITUDE TO WORK WITHIN THEIR CURRENT CAPACITY.



GOAL 1: Support the growth of new scientific knowledge

Photo by Max Licher

CoNPS has positioned itself to serve as a catalyst for the growth of new scientific knowledge through its research funds and dissemination of original research findings in *Aquilegia*. There is also the opportunity to generate original data on plant biodiversity through surveys and other field research. The Society has many knowledgeable members, volunteers, and staff, as well as connections with a network of local scientists, making it a wellspring of regional botanical expertise. For Goal 1, Strategies 1 and 2 are fully implemented; Strategy 3 is partially implemented; Strategy 4 is aspirational.

Strategy 1: Support the Marr and Steinkamp Funds and Mission Grant

Strategy 2: Publicize the results of research sponsored by our Grants

Strategy 3: Conduct BioBlitzes and other field research

Strategy 4: Choose one new scientific area to investigate and support



GOAL 2: Share scientific knowledge and generate appreciation of native plants and habitats

Photo by Max Licher

CoNPS provides learning opportunities to its members through a variety of means, with the belief that increased knowledge about native plants and their habitats will lead to increased appreciation. The Society taps the expertise of its extensive network to promote experiential learning via workshops and fieldtrips. The quarterly newsletter, *Aquilegia*, provides an excellent way for members to learn about a range of botanical topics, from highlights of rare species, to tips for gardening with native plants. For Goal 2, Strategies 1-3 are fully implemented; Strategy 4 is partially implemented; Strategies 5 and 6 are aspirational.

Strategy 1: Organize and promote diverse workshops and fieldtrips

Strategy 2: Publish high-quality *Aquilegia* articles

Strategy 3: Hold Annual & Chapter Meetings with timely and inspiring themes

Strategy 4: Prioritize public outreach via science fairs, festivals, social and electronic media, continuing education courses, and other means

Strategy 5: Promote teaching of the Natural Sciences, including courses for credit and continuing education courses

Strategy 6: Develop programs for restoration and horticulture



GOAL 3: Champion the conservation and stewardship of native plants and habitats

Photo by Max Licher

CoNPS is a facilitator of key regional events, such as the Colorado Rare Plant Symposium, that bring together conservation practitioners. Committee Chairs, Chapter Presidents, and staff routinely advise on and advocate for legislation that supports native plant research and awareness. For Goal 3, Strategies 1 and 2 are fully implemented; Strategies 3 and 4 are partially implemented.

Strategy 1: Support conservation of rare plants via the Rare Plant Symposium and promotion of important plant areas

Strategy 2: Advise on and support legislation conserving native plants species and habitats

Strategy 3: Advise land managers and provide letters of support for sustainable management practices

Strategy 4: Increase the visibility of CoNPS as an advocate

4a. Assist local Chapters in identifying and advocating on local conservation issues

4b. Generate and maintain partnerships with other entities

4c. Encourage members to engage in conservation efforts with CoNPS and other entities



GOAL 4: Foster organizational sustainability

Photo by Max Licher

The first three Goals of CoNPS have been well (and increasingly better) met for decades. Yet, as a mostly volunteer organization, CoNPS must build in features that are resilient to changes in individual roles as well as changes in volunteer capacity to achieve various strategies in the Plan. To this end, we have developed several aspirational strategies that are likely to improve communication among different groups (members, Committee Chairs, Chapter Presidents, the Board of Directors) within the Society as well as better preserve institutional knowledge over time. We have also identified ways to enrich the experience of our members

Strategy 1: Facilitate internal communication and sharing and storing of information

- 1a. Adopt use of cloud storage of Society documents to promote continuity of institutional knowledge (board)
- 1b. Develop formal mechanisms for information sharing between the Board and Chapters (board)
- 1c. Share speaker information among Chapters (board, chapters)
- 1d. Create better continuity between Annual Conference Organizing Committees (board, Annual Meeting Committee)

1e. Use *Aquilegia*, e-News, and Chapter President lunches as venues for increased communication

Strategy 2: Periodically assess capacity to carry out desired actions and strategize ways to build capacity

2a. Evaluate ways to increase membership and/or identify additional revenue streams

2b. Increase staff and/or staff hours with increasing revenue

2c. Investigate feasibility of having an Executive Director

Strategy 3: Update By-Laws and Committee descriptions to align with the Strategic Plan

Strategy 4: Promote programs for membership enrichment and development

4a. Have new member hikes

4b. Get input from members

4c. Have educational programs for professional botanists and new or novice members

More than ever, native plants and their habitats need a chorus of voices to be raised on their behalf. We hope this Plan helps CoNPS continue its excellent efforts in this regard.

GOAL 1. Support the growth of new scientific knowledge.	
Strategy	Responsible Party
1. Support the Marr and Steinkamp Funds and Mission Grant	<i>Grant Committees</i>
2. Publicize results of research sponsored by our Grants	<i>Aquilegia, Chapters, Annual Meeting Committee</i>
3. Conduct botanical surveys and other field research	<i>Field Studies Committee</i>
4. Choose one new scientific area to investigate and support	<i>Board, Committees</i>
GOAL 2. Share scientific knowledge and generate appreciation of native plants and habitats.	
Strategy	Responsible Party
1. Organize and promote diverse workshops and fieldtrips	<i>Workshop Coordinator, Chapters</i>
2. Publish high-quality <i>Aquilegia</i> articles	<i>Aquilegia</i>
3. Hold Annual & Chapter Meetings with timely and inspiring themes	<i>Annual Meeting Committee, Chapters</i>
4. Prioritize public outreach events via science fairs, festivals, social and electronic media, continuing education courses, and other means	<i>Education Committee, Media Committee</i>
5. Promote teaching of Natural Sciences, including courses for credit, continuing education courses	<i>Education Committee</i>
6. Develop programs for restoration and horticulture	<i>Restoration Committee, Horticulture Committee</i>

GOAL 3. Support conservation of native plants and habitats.	
Strategy	Responsible Party
1. Support conservation of rare plants via the Rare Plant Symposium and promotion of Important Plant Areas	<i>Board, Conservation Committee</i>
2. Advise on and support legislation conserving habitats and plant species	<i>Conservation Committee</i>
3. Advise land managers and provide letters of support for sustainable management practices	<i>Conservation Committee</i>
4. Increase the visibility of CoNPS as an advocate	<i>Board, Chapters, Conservation Committee</i>
4a. Assist local Chapters in identifying and advocating on local conservation issues	<i>Board, Conservation Committee</i>
4b. Generate and maintain partnerships with other entities	<i>Board, Chapters, Conservation Committee, Education Committee</i>
4c. Encourage members to engage in conservation efforts with CoNPS and other entities	<i>Board, Chapters, Conservation Committee</i>

GOAL 4. Foster organizational sustainability.	
Strategy	Responsible Party
1. Facilitate internal communication and sharing of information	<i>Board</i>
1a. Adopt use of cloud storage to promote continuity of institutional knowledge	<i>Board</i>
1b. Develop formal mechanisms for information sharing between the Board and Chapters	<i>Board</i>
1c. Share speaker information among Chapters	<i>Board, Chapter President</i>
1d. Create better continuity between Annual Meeting Committees	<i>Board, Annual Meeting Committee</i>
1e. Use <i>Aquilegia</i> , e-News, and Chapter President lunches as venues to increase communication	<i>Board, Aquilegia and CoNPS staff, Annual Meeting Committee</i>
2. Periodically assess capacity to carry out desired actions and strategize ways to build capacity	<i>Board</i>
2a. Evaluate ways to increase membership and/or identify additional revenue streams	<i>Board</i>
2b. Increase staff and/or staff hours with increasing revenue	<i>Board</i>
2c. Investigate feasibility of having an Executive Director	<i>Board</i>
3. Update By-Laws and Committee descriptions to align with Strategic Plan	<i>Board, Committees</i>
4. Promote programs for membership enrichment and development	<i>Workshop Coordinator, Chapter Presidents</i>

Goal 4 Continued. Foster organizational sustainability.	
Strategy	Responsible Party
4a. Have new member hikes	<i>Chapters</i>
4b. Get input from members	<i>Workshop Coordinator, Chapters</i>
4c. Have educational programs for professional botanists and new or novice members	<i>Committees, Workshop Coordinator, Chapters</i>