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| **Community Outreach GOALS**Utah Open Lands strives to amplify awareness of the importance of land conservation. This is achieved by garnering support to ensure the success of UOL’s programs and activities. OBJECTIVES: Increase team and community engagement to support fundraising and educational outreach efforts. Bolster operational and land protection funding by ongoing grant writing. Attract and retain significant donor engagement. |
| ACTION |
| Hire additional outreach staff. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Increase brand awareness across partnerships, age levels, demographics, cultural and social groups through (techniques like) social media, earned media, volunteer and member events and owning (taking credit for) activities and projects in our promotions. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Diversify membership base by partnering with like organizations, org. member lists, outreach to new audiences. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Create major donor cultivation strategies for existing donors that facilitates their interest in the org by engaging with them through (ex.) one-on-one meetings, unique opportunities, land tours… further fostering their specific passion for the organizations. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Increase fundraising capacity with friends (fundraising committee like portraits). |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Create preservation project signage prioritizing public and highly visible. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| **Strong Organization Goals**Experienced and effective staff, an active dedicated Board of Directors, guided by accredited standards and practices, are the foundation for Utah Open Lands’ mission. OBJECTIVES: Maintain, expand and enrich the capacity of staff, board and community volunteers. Exceed existing Accreditation systems and procedures to ensure perpetuity. Maintain fiduciary integrity through transparent systems and trusted financial management. Nurture and cultivate a diverse staff that feels respected and compensated commensurate with skill and industry standards. |
| ACTION |
| Hire additional staff.  |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Expand size and demographic of the BOD, consider a public board search. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Revamp Conservation Easement Template to include new IRS regulations.  |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Training is valuable, ongoing issue Succession is bolstering all parts of the organization so that there is a cross check across numerous segments of the organization (i.e. Create policies for redundancy and appropriate board reviews, staff and board training on pertinent skills/knowledge, revisit relevance and updated of org info like landowner’s guide e.g. filling in an 8283 form correctly. |
| IMPLEMENTATION | How | When | Why | Who | Where |
|  | Table of contents for board book with examples, Property tours, events, Rally, webinars, trying times, tabling opportunities | Board meeting, Portraits, attending  | So the board has staff needed resources and knowledge/gaining team cohesiveness for our work. | Entire board and staff | Board and staff meeting and in subcommittees |
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| Get staff into a group health insurance plan. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| **Reputation Goals**We are a national leader for transformative, ethical and cutting-edge land conservation, acting as a trusted and respected resource in maintaining the integrity necessary for permanent land protection.OBJECTIVES: Expand nationwide education of emerging trends in conservation easement drafting, land management techniques and conservation tools. Elevate the need for accountability in land conservation. |
| ACTION |
| Nation-wide education to strengthen CEs—Hi-Ute utilize as an outdoor classroom to provide school districts with a curriculum they can use for science, lang. arts, PE, art, etc. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Expand reach of Gaining Ground/Trying Times |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Conservation toolkit, techniques—educational portal for perpetual land conservation (Like LTA’s learning center but better).- Legal cases- Conservation Easement language |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Join U of U Stegner Center and UOL at Hi-Ute |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Building education via platform (Environmental dashboard) database, stream gauges, nestbox cams,  |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Conservation and management plans, stewardship sabbatical, attend Trying Times, adaptive management planning. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Virtual Database PortalCommunity Dialogue Land conservation easement seminars, land management techniques, habitat discussions, “tutorial on creating your preserve.”  |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Fostering elected and community leadership for strong permanent Conservation to exemplify principles outlined in nationwide ed. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| City council, legislators, by asking to be on and attending open space specific committees, presenting challenges to councils and partner groups (conserve Utah Valley, Sandy city etc.) |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Have staff create workshop proposals for various conferences |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| **Conservation Goals**By acquiring conservation easements or fee title, we permanently protect Utah’s critical landscapes for future generations.OBJECTIVES: Continue to negotiate and manage projects that demonstrates the requisite conservation purposes in-line with the established Utah Open Lands conservation criteria that ensure the fundamental public benefit Recognize and proactively seek out and be prepared to take on conservation opportunities available in Utah Open Lands’ key focus area. Continue to foster relationships with landowners and community members to increase quality and awareness in land preservation opportunities. |
| ACTION |
| Hire additional staff |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Train staff and board through criteria and policy conversations. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Integrate more selection criteria in Board Approval of Land Transactions as necessitated through accreditation. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Re-define /affirm and establish Conservation Focus Areas |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Re-visit and amend Conservation Easement Templates including a template for each type of project: i.e. public owned; private owned etc. |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Process and finalize conservation easements |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| **Stewardship**Utah Open Lands maintains sufficient resources and funding to fulfill the permanent commitment to, and defense of, the conservation easements under our trust.OBJECTIVES: Preempt Conservation Easement violations through proactive stewardship responsiveness. Safeguard the future of each Conservation Easement through monitoring each property holistically with an eye towards sustaining the health of the conservation values Maintain strong partnerships with easement grantors and successor landowners. |
| ACTION |
| Hire additional staff |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Bolster monitoring Intern program with paid seasonal employment  |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Create Landscape Landing Pages and or Story Maps for targeted preserved projects |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Draft thoughtful strategy for relationship building with subdivision landowners |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Draft thoughtful strategy for engagement with current landowners (not subdivision L.O.s) |
| IMPLEMENTATION | When | Why | Who | Where | How |
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| Continue updating baselines with current condition reports based on determined schedule of need |
| IMPLEMENTATION | When | Why | Who | Where | How |
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