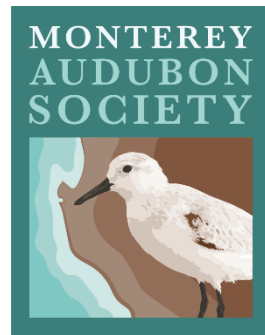


MAS STRATEGIC PLAN

2022-2026



Mission: dedicated to conserving and celebrating the birds and wildlife of the greater Monterey Bay region.

GOALS

1. Research and monitoring

Collect and report information concerning the status of birds, other wildlife, and their habitat. Also influence local, county, and state conservation issues that align with our mission.

Strategies to achieve this includes:

Year 1

- Maintain current research efforts
- Initiate Black Oystercatcher Monitoring Project internship program with CSUMB
- Engage with managing agencies to support other local species of concern e.g. Snowy Plovers, Tricolored Blackbirds

Year 2

- Continuing research projects and bringing to publication
- Fund main research projects entirely through grants
- Research and monitoring within regional Important Bird Areas (IBA)

2. Ecosystem stewardship

Support key habitat conservation efforts in the greater Monterey Bay region.

Strategies to achieve this includes:

Year 1

- Continue to support restoration at George Washington Park and Laguna Grande Park
- Support development of urban greenspaces and increase urban tree canopy in regional cities

Year 2

- Focus conservation and restoration efforts in areas of concern (depicted in IBA maps)
- Nurture relationship with partner organizations with goal of protecting critical IBA habitat

Year 3

- Implement findings and recommendations from research and monitoring programs

3. Community engagement

Work with target communities to increase public appreciation of the natural world with an emphasis on birds. Includes education and advocacy.

Strategies to achieve this includes:

Year 1

- Continue educational outreach with local schools and community groups with potential to create a junior bird club or youth focused events
- Increase public outreach at Fort Ord banding station
- Participate in community events

Year 2

- Initiate or spearhead community events
- Develop standards and capacity for tabling and outreach to deliver consistent message

4. Organizational capacity

MAS will have the needed human resources to carry on core activities.

Strategies to achieve this includes:

Year 1

- Recruit more board and committee members
- Realign committee structure to support strategic plan

Year 2

- Maintain volunteer team for events
- Develop a system to respond to requests for collaboration/endorsements

5. Financial stability

Ensure MAS has the long-term financial resources to carry out its mission.

Strategies to achieve this includes:

Year 1

- Look at membership categories and create membership benefits of value
- Create new finance committee chaired by MAS Treasurer
- Identify new funding sources and opportunities to fully support Monterey Audubon staff positions and continue research and monitoring efforts, including local grants

Year 2

- Develop and execute financial plan including fundraising campaigns
- Write pre-proposals for funders

Approved By		Date	
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