

Friends of Hunt Hill Audubon Sanctuary Strategic Plan – 2015 -2020

Guiding Principles

Mission: Hunt Hill is a nature preserve and learning center, open to all, and dedicated to fostering understanding, appreciation and protection of the environment.

Frances Andres' vision for Preservation of Wilderness

- “the value and need of conservation of natural resources, including their spiritual and physical values to mankind”
- “the preservation of wilderness is of great importance to me”
- “trees are not cut at maturity”
- “wild fauna—and flora, too—live their natural lives. For the land is not over-run with humans”
- “extension of privileges to other organizations and individuals”
- “activities would not conflict with the objectives of National Audubon Society”
- “encourage international participation in the activities at Hunt Hill”
- “spread through the world of true conservation practices”

FOHHAS

- Stewardship
- Environmental Education
- Recognize and protect natural, historical and ecological values of Hunt Hill

Central themes from Strategic Plan discussion: Explore the related feasibility of the relationship of Hunt Hill with National Audubon Society and the long-term potential for Hunt Hill to become a year-round environmental learning center. Consider appropriate funding for this feasibility study and for the strategic planning process that will lead to the new vision.

Goals	Strategies	Responsibility	Timeline	Budget
Resolve philosophical question regarding relationship with NAS	Determine Board approach to future of NAS/Hunt Hill relationships—should it be leasing long-term or acquiring the property?	Executive Director and Board	June-December 2015	TBD
	Charge Executive Director, President and board with developing a relationship with NAS officials that allows future discussion	Executive Committee and Board	June-July 2015	
	If acquiring the property, how will the purchase be funded and what are implications for the present and future of Hunt Hill.		By June 30, 2016	TBD
Determine programming directions to increase participation and promote growth based on budget projections and patron interest.	<p>Begin determination of the feasibility of becoming a year round environmental learning center (3-5 year feasibility plan)</p> <ul style="list-style-type: none"> • Determine funding for feasibility study (who, budget, timeline) • Define what this might mean, such as: <ul style="list-style-type: none"> ○ Offer school programming 2-3 more months of the year ○ Become a “nature center” ○ Become the “state park” in this geographic area ○ Develop reputation as experts (set benchmarks) ○ Expand current/create new facility (year round) 	Program Committee with Board	By June 30, 2016	TBD
		Facilities Committee	2017 research for 2018 study	TBD
		Board with results of feasibility study	Begin study by June 30, 2016; results and decisions by Fall of 2018	TBD

	<p>Expand Programs into more seasons on either side of the regular warm season (dependent on facilities)</p> <ul style="list-style-type: none"> • Create more Continuing Education opportunities for adults & professionals (such as master naturalists/PLT/PW) • Incorporate more “sustainable living” programs, inspire more environmental responsibility • Expand Environmental Education off site and onsite through field trips, trainings and school trips • Expand to year round • Expand outdoors programming • Expand overnight to year round • Expand and purchase equipment (ie., snowshoes) 	Program committee with Program Manager, Board and Executive Director	Consider in November 2015 for 2015-16 season	TBD
	<p>To increase youth participation rates, approach organizations, schools (principals, school boards and teachers) and day camps to keep them informed about what Hunt Hill can do for them</p> <ul style="list-style-type: none"> • Offer school picture of students’ day at Hunt Hill—send home with students are send (to student addresses) <p>Develop facilities plan options and costs to accommodate various scenarios of program growth (such as winterizing buildings or building new facilities)</p>	Program Committee with Program Manager	Consider for 2016 summer season	TBD
Develop and maintain physical property and facilities to support short range and long range programming and organizational goals	<p>Maintain existing infrastructure in safe and functional condition</p> <ul style="list-style-type: none"> • Re-roof Long Dorm west half (see budget projection) • Expand volunteers throughout the year (see reference under next heading) • Expand goals on priorities detail 	Facilities Committee with Executive Director and Board	Fall 2015 and ongoing	TBD
	<p>Conduct a needs assessment to determine feasibility of year-round facility/Environmental Learning Center</p> <ul style="list-style-type: none"> • Consider feasibility of year-round facility • Create master plan for expansion • Consider diverse trail system • Upgrade internal signage (professional/branded/emergency plan) • Develop energy efficiency 	Facilities Committee Programs Committee	Fall of 2018	TBD

	<p>Consider long-range dream projects</p> <ul style="list-style-type: none"> • Continue cultivating neighboring property owners for purchase of adjoining land • Provide better exposure to the waterfront • Set up live cam 	Facilities Committee and Board with Executive Director	July 1, 2016	TBD
	Begin organizing Devil's Lake Association for protecting water resources of the Devil's Lake chain flowing into Twin Lakes at Hunt Hill	Facilities Committee	Spring 2016	TBD
	Decide on disposition and use of newly acquired properties, including Seever Property	Board with Facilities Committee	By September 1, 2015	TBD
Develop and implement organizational strategies to promote growth and strengthen organizational effectiveness	Develop and implement Business Plan with marketing, communication, branding, and needs assessment	Executive Committee with Marketing/Membership Committee	2016	TBD
	Identify staff professional development needs and schedule appropriate PD opportunities.	Board with Program Committee	2016	TBD
	<p>Consider potential for expanding staff to support program growth. Among options:</p> <ul style="list-style-type: none"> • Consider one-year pilot to expand Program Manager to year round position; would require revamping program manager job description • Summer staff? • Promotions staff? • Assistant program? 	Board, Program Committee, with Executive Director	2016	TBD

	<p>Develop and foster six new community partnerships to enhance visibility, build programming opportunities, and building funding opportunities</p> <ul style="list-style-type: none"> • Continue to form new and strengthen old partnerships for promoting and marketing Hunt Hill • Foster relationship with Washburn Lakes & Rivers, LPA and service clubs • Investigate opportunities for sharing or reducing expenses to reach more families in region. 	Board with Membership and Fund Raising Committee	2016	NA
	<p>Develop plan to sustain and grow volunteer program, focusing on volunteer recruitment, development, and appreciation. (Recognizes that volunteers are the unpaid but necessary employees for a successful program)</p> <ul style="list-style-type: none"> • Encourage volunteers and keep them active year-round • Make better use of volunteer surveys (revise surveys?) 	Board with Program and Executive Committees and Executive Director and Program Manager	Plan by March 2016	TBD
	Re-evaluate budget process toward possibility of establishing budget cushion	Executive Committee and Fund Raising Committee	Determine by January 1, 2016	TBD
	Support Board development and training, recruitment and involvement. This includes developing board members as fund raisers and identifying friend relationships that could lead to donor opportunities.	Executive Committee and Executive Director	Determine needs by November, 2015, and schedule by March 1, 2016	TBD
	<p>Consider board restructuring options:</p> <ul style="list-style-type: none"> • Add additional operating committee- communications • Consider composition of executive committee and possibly including committee chairs on exec committee 	Board and Executive Director	By January 1, 2016	NA
Develop and implement fund raising strategies to existing programs and future growth	Establish traditions and a mix of annual and semi-annual fund raising events to support programs and operational costs (in 2015-16: Golf Tournament, Ladies Night Out, Raffle, Prairie Fling, etc)	Board, Executive Director and Fund Raising Committee	Annual plan for 2016-17 by January 2016	TBD
	Develop an endowment campaign to support long-term goals	Board, Executive Director and Fund	By July 1, 2017	TBD

		Raising Committee		
	Consider “Adopt a xxxx program” sponsorship strategy	Board, Executive Director and Fund Raising Committee with Program Committee	Spring 2016	TBD
	Develop fund raising plan based on friend/potential donor identification in board development and training sessions.	Fund Raising Committee	Fall 2016 through spring 2017; begin spring 2017	TBD
Develop and implement Marketing and Communications Plan	Develop Hunt Hill “Brand” for materials, signage, etc	Marketing/Branding Committee and Board, Executive Director, Facilities Committee	July 1, 2016	TBD
	Develop FOHHAS Member packet: <ul style="list-style-type: none"> • Describe sanctuary, history, programs, and special events, meeting/education facilities, lodging (dorms), cabins, lakes, bogs, prairie and nature trails. • Emphasize many attractions available for everyone’s interests regardless of age. • Develop HH program book • Create visible membership identifiers for paid members to promote idea of belonging to Hunt hill, such as removable “member stickers” for cars, homes, boats. 	Marketing/Branding Committee	July 1, 2016	TBD