



Strategic Plan - 2015

1.0 Vision Statement

Functioning rangelands for a sustainable future.

2.0 Draft Mission Statement

Providing leadership for the stewardship of rangelands based on sound ecological and socioeconomic principles.

3.0 Strategic Plan Goals

3.1 Member Development and Engagement

Nevada Section Society for Range Management (NVSRM) is a member-dependent professional organization. Member development is a cornerstone of its existence and future. NVSRM is committed to developing and supporting activities that develop its members through information transfer and education.

3.1.1 Key Actions

Key actions for this goal are member attendance and Continuing Education Unit (CEU) attainment at annual parent society meetings, member attendance at regional meetings sponsored by the SRM, and member participation in section meetings, field tours, and other related educational and training opportunities.

3.1.2 Mechanisms/Tasks

Mechanisms/Tasks	Responsible Party	Due Date
Committee to verify CEU credits for meetings and events.	President Elect	At least 45 days prior to event/meeting
Partnership building with Agricultural Research Service, Bureau of Land Management, United States Forest Service, United States Fish and Wildlife Service, Natural Resource Conservation Service, universities and colleges, appropriate state agencies, land-user organizations (e.g. Nevada Cattlemen's Association, Nevada Farm Bureau, Nevada Mining Association, etc), private sector ranches and companies, and select non-governmental organizations (e.g. The Nature Conservancy, native plant associations, seed	President, Past President, Zone Councils	Ongoing

producers, Western Association of Fish and Wildlife Agencies, Public Lands Council, etc.), Conservation Districts to offer joint training opportunities.		
Inform members regarding meetings, field tours, and other related opportunities via email, newsletter, website, mail, or other methods.	President, Past-Pres., Zone Councils, website chair, Newsletter Editor	Ongoing
Encourage members to serve on the NVSRM executive board, serve as a zone councilman, and/or actively participate on a NVSRM committee.	Executive Council	Ongoing
Membership outreach to graziers, public land permittees, members of industry organizations, range consultants, Federal and State resource managers (active and retired), members of other professional societies, Nevada Association of Counties, conservation organizations (e.g. TCF, TNC, Sierra Club, etc.), certain recreation organizations, and other SRM state sections.	Executive Council, Membership Chair	Ongoing

3.2 Member Collaboration and Synergy

Nevada Section Society for Range Management (SRM) is a member-dependent society and part of its role is to bring members together to help solve rangeland problems and challenges regardless of jurisdiction. Nevada Section SRM provides a forum where members can partner and collaborate on issue resolution and advancement of science-based range management.

3.2.1 Key Actions

Key actions for this goal are member relationship development, idea sharing, and member accessibility. Members feeling a sense of comradery and being able to call upon each other for technical support in times of need for knowledge and experience dealing with specific challenges.

3.2.2 Mechanisms/Tasks

Mechanisms/Tasks	Responsible Party	Due Date
Build team-building exercises into semi-annual meetings.	President Elect	At least 3 months prior to meetings
Work as a society to welcome new members and make them feel appreciated.	General Membership, Membership Chair	Ongoing
Provide mechanisms for new member mentoring, and provide contacts for all members willing to share some time for mentoring new members.	Mentoring Chair	Ongoing

Facilitate or encourage membership participation and facilitation of collaborative, synergistic, and coordinated range management efforts that seek to implement best available science to better rangeland resources across landscapes.	Executive Council, General Membership	Ongoing
--	---------------------------------------	---------

3.3 Public Education

Nevada Section SRM is committed to the dissemination of information supporting the stewardship of rangelands.

3.1.1 Actions

Key actions for this goal are to sponsor, support and provide information at public activities and to promote non-member attendance at NVSRM sponsored events.

3.1.2 Mechanisms/Tasks

Mechanisms/Tasks	Responsible Party	Due Date
Use of NVSRM <i>Hope on the Range</i> traveling display at appropriate events.	Hope on the Range Sub-Chair	Ongoing
Outreach to agencies' administrators to encourage employee attendance at NVSRM and SRM events.	President	Ongoing
Prepare and support publication of rangeland stewardship articles and position statements in <i>The Progressive Rancher (TPR)</i> , newsletters, newspapers, and trade magazines.	General Membership, President, TPR-Rangelands Chair	Quarterly
Frequent postings to social media (i.e. Facebook and others)	Social Media Chair	Ongoing
Website content updated frequently with new and timely information. Tie this to Facebook posts so viewers can go to the website (Nevada or International office sites)	Website Chair, President	Ongoing
Invite and accompany news reporters, state legislators, Congressional staffers, etc. to NVSRM meetings, tours, forums, etc.	President, Public Affairs Chair	Ongoing

3.4 Rangeland Science

Nevada Section SRM is committed to the development, synthesis, dissemination, and application of sound scientific information that is relevant to the present and future needs of rangeland management in Nevada.

3.4.1 Actions

Key actions for this goal are research, trials, synthesis papers, demonstration projects, and final extension of knowledge and experience to on-the-ground application of full-scale projects. Applicable metrics are the number and variety of such actions.

3.4.2 Mechanisms/Tasks

Mechanisms/Tasks	Responsible Party	Due Date
Identify and convey research needs to appropriate research entities (e.g. universities, USDA-ARS, etc) and support associated research and technology transfer.	Research Affairs Chair	Annual, Winter Conference
Assist with the preparation, through funding and expertise, of publications demonstrating sound and science-based rangeland management. Provide peer review as necessary.	Research Affairs Committee	As needed
Plan and sponsor events similar to the Multi-Agency Consortium to assist with the dissemination of science-based information to land managers, practitioners, educators, media, etc.	Executive Council	As needed
Encourage and support implementation of demonstration projects to test best available science for projects not yet proven to work in specific rangeland systems of need.	General Membership	As needed
Encourage membership to incorporate and leverage science built from a variety of means and methods to implement full-scale rangeland management practices to improve rangelands in Nevada.	President	On going

3.5 Youth and Student Development

Nevada Section SRM is committed to increasing young people's knowledge and understanding of the importance of rangelands as key components of environmental quality and quality of life. Education and development of Nevada's youth and college students concerning the importance of rangelands as environmental and economic assets is key to meeting this commitment.

3.5.1 Actions

Actions for this goal include continued development of the Nevada Youth Range Camp, mentoring for High School Youth Forum participants, mentoring college students, support of rangeland programs at Great Basin College and the University of Nevada-Reno, and college scholarship(s). Number of participants and amount of sponsorships are key metrics.

3.5.2 Mechanisms/Tasks

Mechanisms/Tasks	Responsible Party	Due Date
Recruit and retain knowledgeable rangeland and other resource professionals as counselors for the Nevada Youth Range Camp.	NYRC Director, NYRC Coordinator	Ongoing, Letters sent by 3/15 annually
Frequent postings to social media sites especially for Range Camp (i.e. Facebook and others). Tie social media posts to website for in depth information.	NYRC Coordinator, Social Media	Annually in Spring and Fall

	Chair, Website Chair	
Send information to school sites to enable planning for students & parents.	NYRC Director, NYRC Coordinator	Annually in Spring and Fall
Website content updated frequently about the status of Range Camp. Automatically send members updates for needs for supplies, participation, etc.	NYRC Coordinator, Website Chair	Ongoing
Provide funding support, as available, and mentoring for participants in the High School Youth Forum.	Executive Council, Youth Activities Chair	Annual Winter Conference, Fall-Winter
Provide mentoring opportunities, scholarships for students enrolled in range science and range management curricula, and funding assistance for attendance and participation at the SRM annual meetings or other educational events for college students.	Mentoring Chair, Scholarship Chairs, Executive Council, Student Chapter President	Annually
Facilitate student presentations at NVSRM meetings through technical assistance, reduced registration fees, etc.	Youth Activities Chair, President Elect	Winter and Summer Conferences
Facilitate participation in FFA and 4-H rangeland judging competitions, local, state, Western National Rangeland CDE, and National contest in Oklahoma through coaching, funding, etc.	Executive Council, Youth Activities Chair	As Needed
Invite and support students to accompany SRM members to NVSRM events.	Youth Activities Chair, Student Affairs Chair, Student Chapter Chair	On going

3.6 Rangeland Advocacy

NVSRM will provide science-based comment and recommendations to policy makers, land management decision-makers, and others that can influence and enhance the stewardship of Nevada's rangelands. NVSRM, through its leadership and committees, will advocate for policy development and implementation that is driven by sound ecological and economic principles.

3.6.1 Actions

Key measures of this goal are the number and diversity of submissions developed by and approved by the NVSRM Executive Council for submittal to county, state, and federal policy makers, as well as Parent Society SRM leadership.

3.6.2 Mechanisms/Tasks

Mechanisms/Tasks	Responsible Party	Due Date
Encourage members that are involved in and passionate about specific subjects, issues or challenges to take leadership roles by participating in NVSRM committees or other Section leadership positions.	Executive Council	On going
Compile, maintain an online library (or equivalent) and provide position statements to appropriate and designated parties when it is deemed necessary by the Nevada SRM Section.	Executive Council, Committee Chairs, Website Chair	On going
Compile and prioritize State legislative Resource Committee and Committee on Public Land proposals for review and attention by the NVSRM Section leadership.	President, Executive Council	Bennial Legislative Session Years
Provide rangeland science-based input to land management agencies and state and federal leadership when requested or regarding significant or keystone rangeland issues.	Executive Council	On going

3.7 Financial Health

NVSRM is a member-based society, with elected and appointed council members, who manage the financial affairs of the section. Income sources include donations, revenue from section-sponsored events, dividends and interest on Section financial accounts, and other income. As such, NVSRM shall actively manage funds to promote growth and long-term well-being of investments and endowments.

3.7.1 Actions

Key actions for this goal are assuring a stable to growing balance on all accounts and coordinating with the Section Treasurer and Finance Committee to move funds as necessary to more secure and profitable investments with minimal loads, or fees. Success measures include maintenance of minimum account balances as established by NVSRM leadership, timely payment of accounts payable, and annual reporting to NVSRM membership.

3.7.2 Mechanisms/Tasks

Mechanisms/Tasks	Responsible Party	Due Date
Maintain active financial committee to oversee funds and investments and advise Section Treasurer and leadership.	President, Treasurer, Finance Committee	Ongoing
Yearly internal audits of finances and external audits to maintain fiscal integrity.	President, Treasurer	Annually in Spring, and

		Every 5 years in Spring
--	--	-------------------------------

3.8 Member and Stewardship Recognition

Nevada Section SRM is a member-based society that values its members and their contributions to rangeland stewardship. NVSRM works with the section's Awards Chair and Membership Chair to recognize members for their contributions to the Section and to the continued stewardship of Nevada rangelands.

3.8.1 Actions

Key to this goal is the submittal of nominations to recognize significant efforts of deserving members, groups, or individuals (i.e. professionals, practitioners, ranches, NGOs, etc.) toward the sustained stewardship of rangelands.

3.8.2 Mechanisms/Tasks

Mechanisms/Tasks	Responsible Party	Due Date
Member nominations made to the Parent Society and/or the NVSRM Awards Committee Chair.	Awards Chair (rotating Zone Council)	4/30 Annually and 12/1 Annually
Section awards presented.	Past Pres., President, and Awards Chair (rotating Zone Council)	Annually at Winter Conference
Ensure communications with all members regarding upcoming awards and nomination deadlines.	Awards Chair (rotating Zone Council)	