



# Virginia Council Strategic Operating Plan

Effective Plan Dates: 2023 – 2028

To harness the collective power of TU by identifying new pathways for collective action and measurable results across the state over the next five years, we commit to the following three organizational goals:

1. Identify Virginia state shared priority waters for native and wild trout and take strategic action to care for and recover them.
  - a. Develop a strategic plan for each of the three proposed Priority Waters areas in VA (SNP/Blue Ridge, Upper James Shenandoah Valley, and Grayson Highlands) in coordination with TU staff.
    - i. Result will be three documents/plans with S.M.A.R.T. goals
    - ii. The scope of the projects will be within budget and milestones (annual)
    - iii. For each Priority Water area establish a group of chapters and members that coordinate in selecting and supporting stream projects.
    - iv. The projects will have milestones in increments no longer than 1-year
  - b. Identify Home Waters where we expect to make continued investments in exceptional local waters that may not hold native brook trout.
    - i. Result will be documentation for identified Home Waters
    - ii. The scope of the projects will be within budget and milestones (annual)
    - iii. For each Home Water identify chapter(s) that coordinate and support stream projects.
    - iv. The projects will have milestones in increments no longer than 1-year
2. Inspire a diverse corps of staff, volunteers, and partners to advocate for and participate in the care and recovery of our lands and waters.
  - a. Seek new ways and venues to reach more diverse audiences.
    - i. Establish at least one social media account to highlight real-time activities.
      1. Result will be an active social media account
      2. Platforms include Facebook and Instagram
      3. The Purpose is to highlight real-time activities
      4. The Social media account will be up and by January 2024
    - ii. Initiate a regular Council newsletter
      1. Result will be the publishing of newsletter
      2. Material is available (i.e., Priority Waters and stand up VA Capital Chapter)
      3. The purpose will be to share relevant activities across the state
      4. The initial newsletter will be published by January 2024
    - iii. Table at various venues in VA to connect with different audiences
      1. Annual presence at venues
      2. Venues in place (e.g., VA FF & Wine Festival)
      3. Connect with chapters and members at venues
      4. Annual reoccurrence
    - iv. Train chapters in ways to make new members more welcome and invite them to participate.
      1. Encourage more members to attend TU National on-line trainings
      2. Focus on areas where chapters may be struggling to establish strong chapters in order to achieve the Virginia and TU National strategic plans
      3. Strengthening and/or rebuilding our Chapters and their leadership. Move away from the Chapter President-focused model to one that includes a more diverse set of leaders.
      4. Annual reoccurrence
3. Invest in systems and people—staff, volunteers, and partners—so we have the tools, technology, training, and resources necessary to achieve our shared goals.

- a. Fund raise in ways to support chapters in need of assistance.
  - i. Identify at least one Council-level fundraising project
  - ii. Use of Event Groove
  - iii. Not in competition with our healthy chapters that already have successful fundraising mechanisms in place.
  - iv. Host fund-raising event in 2024, and each subsequent year
- b. Continue as a member of the VA Conservation Network.
  - i. Identified members/participants
  - ii. Network is active
  - iii. A critical source of information
  - iv. Annual and as-announced meetings
- c. Use the VA Capital Chapter to have more in-person meetings with VA legislators immediately before and during the session.
  - i. Record of meetings
  - ii. Chapter is active and engaged
  - iii. Identify relevant legislative activities for Council and Chapter engagement.
  - iv. Bases on legislative sessions
- d. Engage 2022 survey respondents
  - i. Record of contact with respondents
  - ii. Data is available
  - iii. Recruit new and engaged volunteers
  - iv. Initial contact by January 2024