



ASCR Strategic roadmap

Board members meeting

ASCR mission statement

Vision

(= ideal world towards the ASCR wants to tend)

Our vision is a Capital Region where people, birds, and other wildlife thrive in a healthy environment.

Mission

(= the nature of the work our chapter wants to do)

The Audubon Society of the Capital Region is a volunteer community which connects people to nature and inspires them to protect birds and their habitats, today and tomorrow

Niche

(= What is not done by other local conservation organizations based on interviews with our local ecosystem)

- ✓ Bird Conservation
- ✓ Share locally-relevant, science-based information from National and Audubon NY
- ✓ Connecting people to birds and wildlife

ASCR Strategic roadmap



Niche

- ✓ Bird Conservation
- ✓ Share locally-relevant, science-based information from National and Audubon NY
- ✓ Connecting people to birds and wildlife



Threats

Threats that have been identified by local conservation organizations

- ✓ **TOP PRIORITY** : habitat loss, degradation, and fragmentation with a focus on native plant landscaping and education towards landowners (including invasive plants). Message: native plants and bird friendly communities are important to compensate habitat loss and fragmentation by providing habitat patches and the more people do it the more connection we get between patches (byways?)
- ✓ **TOPIC OF INTEREST**: Climate-Change and Building related threats
- ✓ ~~**OUT OF SCOPE** : Overabundant deer, feral cat, environmental stewardship, land conservation~~



Tools

Based on our chapter's skills, background and motivations

- ✓ Education and outreach to the general public (top priority)
- ✓ Conservation
- ✓ ~~Advocacy~~

STRATEGIC ROADMAP

- **Leverage our newsletter to :**
 - ✓ Educate our community on the identified threats and the local opportunities to fight these threats
- **Focus on education** to deliver the following
 - ✓ Audubon's Plants for Birds : Native plants/invasive plants : provide guidance, lectures, field trips to highlight demonstration site maybe with Master Gardeners
 - ✓ Bird-safe glass (stickers, Audubon's Bird-friendly Buildings...)
 - ✓ Climate change through the Climate Watch program
- **Maintain historic conservation action and communicate on its impact and results towards our community**
 - ✓ Eagle watch for NYSDEC
 - ✓ Tangle tainers
- **Conservation :**
 - ✓ investigate the feasibility of setting-up a local native plant garden (long-term project)
 - ✓ Audubon's Avian Architecture : Bluebird boxes conservation and monitoring project.

Out of scope: Organize invasive species removal, habitat restoration, boardwalk or building blinds; Conduct birds surveys other than the ones above or create bird lists for protected land as DEC and HMBC already do that; Be proactive in promoting renewables and balancing bird impacts (leading advocacy)

ASCR action plan (2020-2024)

2020

- **Strategy:**
 - **Communicate about our mission statement and priorities** (Newsletter July 2020)
 - Copy the address to the relevant folders in Google Drive for each topic in our action plan: *Teresa + Rebecca*
- **Community engagement:**
 - Investigate how to add new users to the Google Drive without Rebecca's number: *Teresa*
 - Share once a month the date and location of our board meeting + volunteering opportunities + events through Facebook and our mailing list => *Teresa for the mailing list, Krista for the Facebook (Back-up: Jennifer).*
- **Funding: Annual seed sales** (*August-November 2020*)
- **Bird-friendly communities:**
 - **Share with Audubon NY the list of local native plant suppliers** done by *Teresa (December 2020)*
 - Train 3 board members in July 2020 on **the bird window collision program** (*Jennifer, Eric, Krista, Laëtitia*)
- **Climate change:** Assess the interest of our community for the **Climate Watch program** through the December board meeting and newsletter : *Laëtitia (December 2020)*
- **Birding for beginners: Webinar 101 birding** (creation and 2 presentations in partnership with local preserves (Saratoga Plan and Cornell Cooperative Extension/Dyken pond) and training of some volunteers to deliver the presentation (Attend the December 8th Webinar and/or small training during board meetings) : *VACANT*

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ASCR action plan (2020-2024)

2021 (part ½)

- **Strategy**
 - Amend the **bylaws** : *Krista + Teresa + Vacant*
- **Community engagement**
 - **Newsletter**: *VACANT (training of a new person by Rebecca)*
 - Share once a month the date and location of our board meeting + volunteering opportunities + events through Facebook and our mailing list => *Teresa for the mailing list, Krista for the Facebook (Back-up: Jennifer).*
- **Funding : Annual seed sales** (*August-November 2021*): *Fred + VACANT*
- **Bird-friendly communities:**
 - **Native plants**
 - Update **the native plant suppliers list** and communicate about it before planting season (*March-July 2021 and then August-November 2021*) : *Teresa*
 - Identification of 1 more ready to use existing program targeting homeowners on native plants/invasive plants (*May-June 2021*) and possibly implementation: *Teresa*
 - **Bird window collision program:**
 - **first presentations during the Annual meeting** to our members and volunteers and webinar co-hosted with Cornell Cooperative Extension/Dyken Pond, track the impact (*January-February 2021*): *Laëtitia + Krista + Eric + Jennifer (either for public presentation or training other people)*
 - **identification of additional audiences** of interest for a presentation by our members (*March-April 2021*) and 1 additional presentation by the end of the year (with training of one new person of our community outside of the board members): *Krista + Eric + Jennifer (either for public presentation or training other people) + VACANT*
 - **Identification of the best way to make window collision deterrents products available locally** : through local businesses (Wildbird Junction for example) or our chapter. (*September – December 2021*): *VACANT*
 - **Nest box building:**
 - Train the board members on the building process, monitor the option to ask for a grant from Audubon: *VACANT, end of 2021*

ASCR action plan (2020-2024)

2021 (part 2/2)

- **Climate change:**
 - Run the **climate watch program** (*Jan 15-Feb 15*): *Laetitia*
 - Transfer of knowledge from Laetitia to Eric and Theresa, set the objectives in terms of covered squares based on the number of participants for the next years: *Laetitia + Eric + Teresa + VACANT*
- **Birding for beginners:**
 - Reach out to local preserves and libraries to offer **webinar 101 birding** (*January – February 2021*): target 2 to 3 webinars with training of one person in our community each time : *VACANT*
 - 1 **Beginner birders / First-time birders walks** (*end of 2021*): *Eric + VACANT* (partner with people such as John Loz or Brand-new person that will be aware of the available toolkit) and if possible establish a list of bullet points to go through for first-time birders.
- **Conservation**
 - **Tangle tainers maintenance:** *Eric + Fred + Vacant (mostly for build-up or back-up)*
 - **Eagle nest watch:** *Jennifer as coordinator*



ASCR action plan (2020-2024)

2022

- **Strategy => Evaluation and update of the strategic plan:** review what has been done, add/remove items for the 2022-2024 period, design a person in charge of each action and try to recruit new volunteers for actions without project leaders
- **Community engagement**
 - **Newsletter**
 - social media communication once per month
 - Public board meetings
- **Funding : Annual seed sales** (*August-November 2022*)
- **Bird-friendly communities:**
 - **Native plants**
 - Update and share the native plants suppliers list
 - Implement the selected new program on native plants/invasive plants.
 - **Bird window collision program:**
 - 3 presentations during the year and 1 to 3 more persons trained
 - Implementation of the strategy to make **window collision deterrents** available locally and communication about it (January-March 2022)
 - **Nest box building:** prepare and set-up building workshops and assess the feasibility of monitoring by our community
 - **Hands-on conservation program**
 - identify and brainstorm with organizations (building or land-owners : example=> city councils, schools, universities, condos, gardens organizations) interested in partnering on an hands-on conservation project on their land to make it more birds friendly and have an inspirational local demonstration site (*have a list of potential projects by mid 2022 and Pick 1 hands-on conservation project by September 2022*).
 - Have a clear action plan for this project *by end of 2022*.
- **Climate change: Climate watch program** : implementation of the 2021 action plan (recruitment and survey)
- **Birding for beginners:**
 - 3 **webinars 101 birding** and training of new volunteers to deliver the presentation
 - 2 **Beginners birds walks** and training of new volunteers to deliver the bird walk
- **Conservation:**
 - **Tangle tainers**
 - **Eagle nest watch**

ASCR action plan (2020-2024)

2023

- **Community engagement**
 - **Newsletter**
 - social media communication once per month
 - Public board meetings
- **Funding : Annual seed sales** (*August-November 2023*)
- **Bird-friendly communities:**
 - **Native plants**
 - Update and share the native plants suppliers list
 - 3 presentations on native plants/invasive plants.
 - **Bird window collision program:**
 - 3 presentations during the year and 3 more persons trained
 - **Nest box building:** new workshop ?
 - **Hands-on conservation program**
 - Start the operational implementation of the hand-on conservation projects (end depends on the ambition of the project)
- **Climate change: Climate watch program** : implementation of the 2021 action plan (recruitment and survey)
- **Birding for beginners:**
 - 3 **webinars 101 birding** and training of new volunteers to deliver the presentation
 - 2 **Beginners birds walks** and training of new volunteers to deliver the bird walk
- **Conservation:**
 - **Tangle tainers**
 - **Eagle nest watch**

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ASCR action plan (2020-2024)

2024

- **Strategy**
 - Evaluation of the 2020-2024 strategic plan and elaboration of the **new 4 years strategic plan**
- **Community engagement**
 - **Newsletter**
 - social media communication once per month
 - Public board meetings
- **Funding : Annual seed sales** (*August-November 2024*)
- **Bird-friendly communities:**
 - **Native plants**
 - Update and share the native plants suppliers list
 - 3 presentations on native plants/invasive plants.
 - **Bird window collision program:**
 - 3 presentations during the year and 3 more persons trained
 - **Nest box building:** new workshop ?
 - **Hands-on conservation program**
 - Continue the operational implementation of the hand-on conservation projects (end depends on the ambition of the project)
 - **Advocacy**
 - set-up an action plan to do advocacy on those topics towards municipalities / condos to get commitments (resolution for example)
- **Climate change: Climate watch program** : implementation of the 2021 action plan (recruitment and survey)
- **Birding for beginners:**
 - 3 **webinars 101 birding** and training of new volunteers to deliver the presentation
 - 2 **Beginners birds walks** and training of new volunteers to deliver the bird walk
- **Conservation:**
 - **Tangle tainers**
 - **Eagle nest watch**