

Western Slope Conservation Center Strategic Plan 2022-2026 Executive Summary

WSCC is excited to present this Strategic Plan - the product of a comprehensive process spanning from July 2021 to March 2022. Entering 2021 with a new Executive Director and an evolving Board of Directors, this process was timely in order to ensure that the organization's work remains relevant to the communities of the Western Slope and continues to thrive. This thorough evaluation and planning has prepared WSCC to best meet emerging challenges and opportunities moving forward. Through this process WSCC has renewed the organization's Mission, Vision, and Values (MVV), assessed its internal Strengths and Weaknesses and external Opportunities and Threats (SWOT), and determined priority outcomes for 2022-2026. WSCC has also taken this opportunity to re-evaluate its Financial/Fundraising, Organizational and Programmatic Goals.

The resulting renewed Mission and Vision statements are as follows:

Mission: Based in the North Fork Valley, the Western Slope Conservation Center builds an informed and engaged community to protect and enhance the lands, air, water and wildlife of the Western Slope.

Vision: We envision landscapes defined by resilient ecological systems, where water management, agricultural practices, and recreation opportunities allow people and the environment to flourish.

The three main programmatic goal areas are as follows:

Wildlands & Water Advocacy

Protect our lands, water, and wildlife from the negative impacts of the extractive industries and unsustainable development.

Watershed Stewardship

Foster a shared sense of responsibility that is based on resource stewardship and resiliency, while also providing an engagement pathway for meaningful connection with our natural resources.

Community Building

Engage and empower our conservation community through inclusive and informative programming that promotes reciprocity and respect for our environment.

This intensive strategic planning effort has allowed WSCC to better understand the increasingly important role it has and will continue to play in the communities of the Western Slope, and to outline strategies for optimizing that role in the future by providing clearer and more explicit ways to accomplish its goals. Perhaps most noteworthy, this Plan presents a shift in the way the program goals are defined and the intentionality of executing them through a more integrated, holistic approach. While this plan is intended to provide focus of purpose and activity, it is not intended to preclude new conservation opportunities in the next five years.

Western Slope Conservation Center has existed for 45 years. This plan will carry us right up to our 50th anniversary. This process has given us time to reflect on what this region would look like if a small group of passionate individuals had not stepped up to speak truth to power back in 1973. One of the things many people love about this area is how wild and open it is. We want to keep it that way. We know we must be a voice for responsible, sustainable use of the lands we call home. We are grateful to steward these lands and in debt to those who have stewarded them before us. We want to ensure that whoever is here 45 years from now will feel the same. We believe we have set a solid course for the next five years to take care of these lands and waters so they remain for generations to come.



Mission, Vision, Values

Using a working group of Board members the following Mission, Vision and Value statements (MVV) were drafted and subsequently approved by the full Board:

Mission Statement:

Based in the North Fork Valley, the Western Slope Conservation Center builds an informed and engaged community to protect and enhance the lands, air, water and wildlife of the Western Slope.

Vision Statement:

We envision landscapes defined by resilient ecological systems, where water management, agricultural practices, and recreation opportunities allow people and the environment to flourish.

Values:

Integrity: We strive to be transparent, responsible, and ethical in our actions. We are accountable to our mission, membership, donors, partners and the public.

Equity: WSCC maintains that fairness and justice depend on acknowledging social and historical context. We strive to engage the active involvement of the people and partners who are linked to the ecosystems we endeavor to protect.

Community: We seek to understand the needs and values of our community and acknowledge that communities are stronger when these shared needs and values are manifest in the culture of the organizations that serve them. We use informed debate and creative problem solving to develop locally appropriate solutions to complex conservation problems.

Resilience: We recognize the rapidly evolving evidence of the impacts of climate change and strive to support our communities by enhancing our collective ability to be adaptable and proactive. We will use reliable, relevant, and the best-available scientific research to guide our decisions whenever possible.