



CONSERVATION
CONSULTING GROUP

Prairie State Conservation Coalition
Strategic Planning
2018

Process Review

- **Phase 1:** *Process Planning*
- **Phase 2:** *Assessing Internal & External Conditions and Influences*
- **Phase 3:** *Framing the Future – Key Stakeholder Retreat*
- **Phase 4:** *“Champion” Refinement of Vision, Mission Guiding Principles, Goals, Outcomes and development of Strategies*
- **Phase 5:** *Drafting and Presenting the Plan*
- **Phase 6:** *Development of Implementation Tools*
- **Phase 7:** *Follow-up*

Basis of Plan

- Review of PSCC progress and accomplishments to date
- Consultant knowledge of LT best practices
- Online survey completed by 19 PSCC members
- 2016 PSCC online survey of membership
- Interviews conducted with 20 PSCC Board, contract staff and external stakeholders (e.g. funders, former Board)
- **SWOT** Analysis
- Review of other statewide coalition models

Draft Plan

Vision

Mission

Guiding Principles

SMART Goals

Measurable Outcomes

Strategies to Fulfill Goals

PSCC Vision

The Prairie State Conservation Coalition (PSCC) envisions Illinois as a state that celebrates and promotes its rich natural landscapes – places that define our collective heritage, improve and anchor our economy, and enrich our quality of life by connecting all citizens to nature and the outdoors.



...Vision

The resulting patchwork of protected landscapes and access to green space will give all residents a platform for improved health and wellness as well as economic health and community renewal. People of all ages will find joy in swimming, fishing, paddling, hiking, community gardening, sustainable farming or simply experiencing the beauty of nature.



Mission

Empower the conservation land trust community to fulfill the promise that our wild places and open spaces will be protected for generations to come.

Guiding Principles

Service to the Entire State

PSCC recognizes its role to connect, serve and advance the capacity and impact of *all* land trusts throughout Illinois, and through them, protect our land and water resources.



Collaborative Leadership

We are grateful for and respect the work of member land trusts who are the backbone of leadership for PSCC. We also appreciate many other organizations, foundations, agencies, municipalities and individuals in the Illinois that dedicate themselves to furthering conservation.

We work collaboratively and transparently by leading, serving, convening and coordinating to best leverage the work of all for maximum impact.



Building Trust and Awareness

We acknowledge that many within Illinois may not understand the value of its natural assets or the long-term effectiveness of community-based land trusts to protect the health of our land and water.

Therefore, it is our responsibility to support and promote our membership by providing some of the educational tools and operational assistance necessary to build awareness, relevance and trust, and ensure that their work is honored in perpetuity.



Reflecting the Communities We Serve

We acknowledge that Illinois is geographically and demographically diverse and that individual land trusts must be sensitive and responsive to that diversity. We are made more whole by fully reflecting and engaging the depth and breadth of the populations we serve.



Nature Nurtures

Our individual physical, intellectual and spiritual well-being is dependent upon access to and engagement with beautiful, natural spaces. We believe that nature is good for the soul, and that everyone is entitled to experience the outdoors.



Healthy Natural Ecosystems Sustain Communities and Strengthen Economies

The allure of Illinois and the quality of life enjoyed by its residents is inextricably linked to the ability to access and enjoy the natural environment. Our State's future economic health is dependent on the sustainable use of its abundance of natural resources.



Goals

S = Strategic

M = Measurable

A = Attainable

R = Realistic

T = Timely

Goal #1

Strengthen the conservation expertise and organizational capacity of land trusts throughout Illinois through expanded training and educational opportunities.



Goal #2

Under PSCC's Strategic Collaboration Initiative, provide member land trusts with a suite of services and resources which leverages their ability to learn from each other and their efficiency in conducting business.

Goal #3

Develop tools to enable land trusts to consistently and powerfully speak with one voice in articulating the benefits of land and water protection.

Goal #4

Advocate for public policies and nurture a policy climate that enables conservation to flourish throughout the state.

Goal #5

Strengthen PSCC's human resources and capacity to deliver on goals and programs as designed.

Goal #6

Increase PSCC's financial capacity to support the goals and initiatives as outlined in this plan.