

# 2020-2025 STRATEGIC PLAN

## OUR BELIEF

We believe that salmon are an essential part of our environment, culture and economy.

## OUR VISION

We envision sustainable ecosystems with healthy watersheds and habitat conducive to producing abundant salmon that are protected and preserved by a caring and engaged community.

## OUR MISSION

The Nooksack Salmon Enhancement Association educates, inspires, and engages the community to take action to keep wild salmon here for future generations.



## WE VALUE

### Integrity

We work hard and are driven to be careful stewards of our human, natural, and financial resources. We do the right thing and work to build trust.

### Hopefulness

We inspire hope for a better future by improving the environment for salmon survival, fostering an informed and dedicated community, and educating the future generation.

### Diversity

In ecology and society, diversity is important. We work to prevent the loss of critical biodiversity. We respect and appreciate our diverse community. We value all voices and create opportunities to include all community members.

### Sustainability

We make responsible choices in our day to day operations. We manage the organization with strategy and vision to ensure longevity and relevance. Most importantly, we work to achieve sustainable salmon populations.





## Strategy 1: Uphold NSEA's strong foundation of core programs in restoration, education and stewardship

Our programs have grown and matured since the beginning of NSEA. Our community of members, partners, donors and the public overwhelmingly support the three primary activities of restoration, education and stewardship to save salmon. This strategy is intended to recognize the importance of NSEA's commitment to these activities.

### Our Goals

- Restore salmon habitat.
- Educate the next generation to understand and care about salmon, salmon habitat and stewardship.
- Engage community members in salmon recovery.

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## Strategy 2: Be a unifier in the field of salmon recovery

NSEA brings together individuals and community partners to achieve a shared goal of salmon recovery. This strategy recognizes that by creating additional partnerships with other organizations we accelerate habitat restoration and protection of salmon.

### Our Goals

- Maximize impact of salmon recovery efforts through collaboration with local salmon recovery partners.
- Support Regional Fisheries Coalition and collaborate with other Regional Fishery Enhancement Groups.



## Strategy 3: Reach more of our diverse community to build awareness and inspire caring for salmon

NSEA is successful in building community within a diverse political, economic and social landscape. We recognize we must expand our outreach to include the diverse cultures, values and perspectives residing in our community. Only by engaging a broader community can we expand NSEA's impact on the land and the people of Whatcom County.

### Our Goals

- NSEA's communication strategy engages a diverse audience.
- NSEA's community is a reflection of the diversity in Whatcom County.



## Strategy 4: Inspire and empower our community to sustain the presence of salmon in Whatcom County

Through financial support, the opening of private land for restoration and personal volunteerism, NSEA provides important opportunities for the community to personally improve their land and build a better world. NSEA offers a way for each individual to put their own hope into action.

### Our Goals

- NSEA board, staff and members are ambassadors for NSEA and salmon recovery.
- Community members take action to help salmon and know that they make a difference.
- Policy level decision makers are aware of and support NSEA's salmon recovery work.

## Strategy 5: Grow NSEA's capacity to meet the challenges ahead

Given the rapid pace of population growth and decline of the natural environment, there is an urgency to increase NSEA's ability to achieve restoration, community building and education. This will require careful strategy around organization growth, sustainable funding, and broader community engagement to be successful.

### Our Goals

- NSEA provides the opportunity and support for people to work to save salmon.
- NSEA's campus supports salmon recovery work.
- NSEA sustains and grows funding to maximize impact.

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Thank you to NSEA's Board of Directors, staff and community members for participating in the strategic planning process and the creation of this five year plan.

## **NOOKSACK SALMON ENHANCEMENT ASSOCIATION**

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