

STRATEGIC PLAN

CHATTAHOOCHE / NANTAHALA

CHAPER 692

TROUT UNLIMITED

BLAIRSVILLE, GA

2005 – 2010

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EXECUTIVE SUMMARY

This document provides a blueprint to guide the activities of the Chattahoochee / Nantahala Chapter 692 of Trout Unlimited located in Blairsville, Georgia through 2010. The Chapter has established strategic goals in four areas:

Growth in the Chapter

Protect and restore the coldwater resources to include protecting and restoring coldwater fisheries and their watersheds.

Conduct outreach and education to include educating the Public and to train the next generation of the members.

Develop and strengthen partnerships including goals of strengthening existing partnerships and fostering new partnerships.

The purpose of this document is to provide a framework that guides the action of the Chapter. While this document does not preclude action of issues and concerns not included in the Strategic Plan, such actions must be considered in light of their impact on accomplishment of the agenda set forth in this plan. In other words, Chapter 692 should subject actions not supportive of the agenda set forth in this strategic plan to a higher level of scrutiny before the council decides to take such actions.

Readers of this document must realize that this a living document, subject to revision in the future. As circumstances warrant, the current goals and objectives may be changed or deleted and new goals and objective may be added.

MISSION STATEMENT

The mission of the Chattahoochee / Nantahala Chapter 692 of Trout Unlimited is to protect, conserve, and restore coldwater fisheries and their watersheds.

STRATEGIC GOALS

- I. Growth in the Organization
 - A.) The chapter will strengthen the chapter's operations and activities.
 - B.) The chapter will make efforts to increase its membership

- II. Protect and restore the coldwater resources
 - A.) The chapter will act to protect the coldwater fisheries in the areas of our membership, and the watersheds in which these fisheries exist.
 - B.) The chapter will act to restore coldwater fisheries and their watersheds.

- III. Conduct outreach and education
 - A.) The chapter will make efforts to target young men and women to inform them about Trout Unlimited.
 - B.) The chapter will establish programs to provide training for youth in conservation, aquatic entomology, trout habitat and trout fishing.

- IV. Develop and strengthen partnerships
 - A.) The chapter will strengthen existing partnerships with government agencies, private organizations and individuals who share a common goal with the chapter.

OBJECTIVES AND IMPLEMENTING TASKS

V. Growth in the Organization.

The chapter will conduct its operations in a business-like manner to establish itself as a creditable force in conservation and protection of the environment. The chapter will adopt by-laws and has incorporated itself as a non-profit organization. Future actions are intended to put the chapter on a firm business and financial footing.

Objectives.

- A.) The chapter will formulate a plan to raise funds to support on-going activities of the chapter and place the chapter on a sound financial footing.
 - a. Yearly, the Director of Fundraising will provide a plan for fundraising activities to the Executive Board.
 - b. The plan will be reviewed and presented to the membership for action.

- B.) Each fiscal year a budget will be prepared based on projected income and expenditures for the Chapter. This budget will be reviewed by the Executive Board and then presented to the membership for action.

- C.) Each fiscal year the Director of Membership will present a report to the Executive Board as to the Chapter's effectiveness in increasing its membership. The report will then be presented to the membership for discussion and approval.

IV. Protect and Restore the Coldwater resources

The chapter will act to protect and restore the coldwater fisheries of the areas of our members and the watersheds in which these fisheries exist.

As their issues become aware to the chapter they will be forwarded to the Director of Conservation. Suggestions will then be presented to the Executive Board who will present them to the membership for action.

V. Conduct Outreach and Education

The chapter will establish programs to target youth and young adults to inform them about Trout Unlimited.

Objective

The chapter will establish programs to inform youths and young adults about coldwater fisheries in our area and the role of Trout Unlimited in protecting and restoring those fisheries.

Programs directed at youth will be presented to the Director of Public Relations. Action will be presented to the Executive Board. The programs will then be presented to the membership for action.

The chapter will continue to offer support to the Georgia Trout Camp.

The chapter will continue to support the Back The Brookie program.

VI. Develop and Strengthen Partnerships

The chapter will strengthen existing partnerships with government agencies, private organizations, and individuals who share a common interest with the chapter.

The capabilities of the chapter to carry out its mission and respond to mission issues and concerns are significantly enhanced by cooperation with other organizations and government agencies. These relationships serve to leverage the capability of the chapter and are essential to mission accomplishment.

Each fiscal year the executive board will review current partnerships. Efforts will be made to identify the desired nature of these partnerships and the benefits derived from them.

The Executive Board will identify individuals to serve as the primary liaison with existing memberships and provide guidance governing those partnerships.

Measurements

This section identifies the measurement used to assess the success of the chapter.

I. Growth of the Chapter

- a. The Chapter will strengthen the chapters' operations and activities. These operations will be implemented within the identified timeframe.
- b. The Chapters efforts to strengthen its operations meet the objective of putting the chapter on a sound business footing.

II. Protect and restore the coldwater resources

- a. The Chapter will act to protect the coldwater fisheries in the area of its members, and the watersheds in which these fisheries exist.
- b. The Chapters efforts to protect the coldwater fisheries and watersheds are implemented with the identified time frame.
- c. The Chapters efforts to protect the coldwater fisheries and watersheds are effective in accomplishing the stated objectives and support the National Conservation Agenda.
- d. The Chapter will act to restore coldwater fisheries and their watersheds.
- e. The Chapters efforts to restore coldwater fisheries and their watersheds are implemented with the identified time frame.
- f. The Chapters efforts to restore coldwater fisheries and their watersheds are effective in accomplishing the stated objectives and support the National Conservation Agenda.

III. Conduct Outreach and Education

- a. The Chapter will support programs that target young men and women to inform them about Trout Unlimited.
- b. The Chapters support of these programs targeting young people will be implemented within the identified time frame.
- c. The Chapters efforts to attract young people to Trout Unlimited are effective in accomplishing the stated objectives.
- d. The Chapter will support programs, which provide training for youth in conservation, aquatic entomology, trout habitat and trout fishing.

- e. The Chapters efforts to support training young people are to be implemented within the identified timeframe.
- f. The Chapters efforts to support training young people are effective in accomplishing the stated objectives.

IV. Develop and Strengthen Partnerships

- a. The Chapters will strengthen existing partnerships with government agencies, private organizations, and individuals who share a common interest with the Chapter.
- b. The Chapters efforts to establish and strengthen partnerships and cooperative relationships are implemented with the identified timeframes.
- c. The Chapters efforts to establish and strengthen partnerships and cooperative relationships support the mission of the Chapter and serve to increase the Chapters effectiveness.