



WYE MARCH WILDLIFE CENTRE STRATEGIC PLAN 2023 – 2026

Escape... Explore ... Experience

Statement of Purpose

We are a Centre for environmental stewardship and conservation, preserving the wetlands of the Wye Marsh. We are committed to connecting people with nature and promoting an understanding of the vital role wetlands play within the environment.

Values

Our values are the distinguishing attributes that characterize how we conduct ourselves to meet our goals. *We:*

1. **Respect:** the diversity of talents, perspectives, experiences and contributions of our donors, staff, volunteers, community and supporting agencies.
2. **Promote Sustainability:** valuing the preservation of nature and financial resources to promote conservation and ensure biodiversity.
3. **Focus on the customer:** recognizing that our stakeholders are the reason for our success and commit to performing our role to achieve results.
4. **Emphasize Continuous Improvement:** by fostering a passion for progress and a sense of purpose.
5. **Collaborate with Stakeholders:** recognizing the value of everyone's part, we keep a positive attitude and act together for a common benefit.

Strategic Pillars

The Plan is structured into seven strategic pillars to identify the goals and objectives to guide the business planning and budgeting processes of the organization. They are:

1. Environmental Stewardship
 2. Education
 3. Visitor Experience and Brand Expression
 4. Revenue Generation
 5. Facilities Management and Infrastructure
 6. Community Partnerships
 7. Administration
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Environmental Stewardship

GOAL: Improve environmental contributions and awareness.

Objectives:

- Increase the consistency of environmental monitoring and surveys.
- Assess the balance between stewardship goals and educational and visitor experiences.
- Continue to foster strong relationships with CWS and MNRF.
- Engage stakeholders in the mission of Wye Marsh, celebrating and protecting wetlands.

Education

GOAL: Improve awareness of education programs and ensure maximum participation in all programs.

Objectives:

- Increase awareness and participation in on-line/in person offerings.
- Expand elementary school programs.

Visitor Experience and Brand Expression

GOAL: Improve visitor experience at Wye Marsh to ensure high return and reviews.

Objectives:

- Assess current and potential program offerings to optimize revenue and attendance.
- Assess additional indoor opportunities (PA days, inclement weather, etc.).
- Identify opportunities to streamline and simplify visitor experience (e.g., program descriptions, application process, website utility).
- Update brand expression across web site, marketing materials and social media presence.
- Create and implement a resource plan to optimize and own our digital platforms to keep them more current, relevant and user friendly.

Revenue Generation

GOAL: Improve financial revenue streams to ensure sustainable operations.

Objectives:

- Develop a Fundraising Plan which includes ways to a) expand membership base; b) maximize grant applications; and c) attracting, retaining and recognizing larger donors.
- Promoting Legacy Giving Program.
- Increasing camp revenue.

Facilities Management and Infrastructure

GOAL: Develop a strong operational structure to improve facilities safety, maintenance and optimization and financial planning.

Objectives:

- Complete an assessment and plan to improve directional signage.
- Explore potential funding strategy for larger enclosure for bald eagle.
- Update and expand on the Infrastructure Replacement Plan.
- Create and maintain a capital and equipment inventory.

Community Partnerships

GOAL: Build a network of community partnerships to enhance support of the Wye Marsh

Objectives:

- Seek new partnerships with other conservation agencies and groups.
- Create a list of current stakeholders/partnerships to identify and reach out to more prospects.
- Identify additional opportunities to strengthen existing partnerships (e.g., meet annually to report on progress, solicit feedback, address concerns).
- Expand partnerships for diversity and inclusion.

Administration

GOAL: Develop a strong operational structure to support a sustainable organization.

Objectives:

- Identify manual processes that need to be automated to reduce labor, increase efficiency, and provide cost savings opportunities.
- Increase the number of volunteers in key targeted areas or eliminate volunteer deficits in key targeted areas through improved volunteer management and recruitment.
- Develop volunteer education & training programs.
- Updating of Manuals (employee, health & safety emergency plan).
- Expand non-profit fundraising skillset and capacity.

Summary

The successful implementation of the Strategic Plan is the development of qualitative and quantitative performance measures. Reporting to our stakeholders on these measures will allow us to be transparent and accountable in all that we do.