

Grand Staircase Escalante Partners

2022-2025 Strategic Plan

Goal 1: *GSENM land management policies and the future Resource Management Plan (RMP) will incorporate recommendations from an approved Monument Science plan, ensure protection and conservation priorities, and include a climate change adaptation plan.*

Strategies

- A. Advocate for protection, conservation, and restoration priorities in all land management policies and the new Resource Management Plans.
- B. Support legal actions that will defend the Grand Staircase-Escalante National Monument (GSENM) and the resources and objects of value identified in the original 1996 Proclamation, as well as in the 2021 Proclamation.
- C. Provide resources in the form of scientific expertise and funding to support the completion of a GSENM science and climate change adaptation plan to share with the GSENM planning team.
- D. Work to foster relationships and build trust with the Department of Interior, Bureau of Land Management, conservation partners, and local communities.
- E. Help ensure that Indigenous perspectives are heard and Indigenous knowledge has a chance to be applied as directed by the Tribes. Support Tribal engagement and leadership in the Resource Management planning as well as science and conservation policies/activities in the Monument.

Goal 2: *GSENM will be broadly known in the local communities and elsewhere as an essential resource in preserving Indigenous culture and traditions and pioneer history, protecting biodiversity, advancing science on the history of the earth, and supporting climate change adaptation.*

Strategies

- A. Advance knowledge about the natural, cultural, and historical resources that exist in the Grand Staircase Escalante region through assessment, inventory, monitoring, evaluation, scientific study, and consultation with Tribes.
- B. Develop and implement creative communications to increase accessibility of knowledge for diverse audiences, and share the story of Grand Staircase and its value broadly to people of all demographics and backgrounds.
- C. Work to ensure that Indigenous perspectives are heard and Indigenous knowledge is applied as directed by the Tribes.

- D. Build local, regional and national support for the Monument by expanding public and professional appreciation of GSENM's value as a unique natural laboratory for the study of past, present, and future ecological science in a dynamic high desert setting on the Colorado Plateau.
- E. Collaborate with nonprofit and faith-based organizations, academic institutions, government agencies, and others to share scientific data, cultural resource information, and data to support the value of objects of significance identified in the 2021 Biden Proclamation.
- F. Develop our headquarters and collaborate with community businesses and residents to host events, workshops, film screenings, panel discussions and the display of educational exhibits and art installations.

Goal 3: *Advocate for an ecosystem-based approach to manage GSENM in the context of dynamic climate change*

Strategies

- A. Design a conservation program that a) targets the needs of the landscape objects and resources of value identified in the 1996 and 2021 Proclamations, b) encourages dynamic ecosystem focus and consideration of bioregionalism in its management, c) is inclusive of the objectives outlined in the 30x30 campaign, and d) is responsive to the effects of climate change.
- B. Work with the Escalante River Watershed Partnership to maintain restoration work and monitoring within the GSENM watershed and advance climate change studies in the Grand Staircase region.
- C. Build understanding of recreation thresholds and minimize negative impacts through volunteer stewardship and citizen science programming.
- D. Work to ensure that Indigenous perspectives are heard and Indigenous knowledge is applied to ecosystem management climate change adaptation in collaboration with the Tribes.
- E. Enable and promote access to educational and interpretive programming in Kanab and Escalante and on-line.

Goal 4: *GSEP will have a diverse staff who are empowered to contribute, feel valued by the organization and are committed to the mission and vision.*

Strategies

- A. Create a workplace environment and culture that is inclusive and supportive of professional development and personal growth by acknowledging staff's deep love of place, creative capacity, and knowledge of the needs of the organization.

- B. Ensure that all HR policies and practices are updated annually and are responsive to organizational and employee needs.
- C. Strengthen staff capacity through ongoing education and training.
- D. Staff the organization for growth and ensure fit between people and positions.
- E. Enhance organizational culture by ensuring performance management is focused not only on outcomes, but ideas. Encourage staff to articulate their vision for their work and programs.
- F. Ensure that staff have the resources necessary to work effectively, including developing a plan for housing in the Escalante area.

Goal 5: *Grow the financial and reputational strength of the organization*

Strategies

- A. Meet budget objectives and ensure a successful audit.
- B. Executive Director and Board leadership ensures fiscal responsibility, a positive reputation, high quality programs, and adherence to the strategic plan.
- C. Grow the organization's foundation of financial support through donor cultivation, fundraising appeals, and planned giving.
- D. Identify ways to reduce barriers to participation in our organization and programs by expanding who we advertise our events to, inviting people to participate in activities/programs they haven't been invited to before, etc.
- E. Prepare and submit a capital spending proposal for approval by the board before the end of each year. The approved capital spending plan will specify facility and technology resource investments to fully support the organization's strategic, communications, and growth plans in the following year.
- F. Research and develop GSEP requirements for a Decision Support System suitable for organizations with operating budgets of under \$2M. Develop a budget and timeline to implement such a system.
- G. Develop a Key Performance Indicator (KPI) dashboard that tracks revenue generation over time in each area, including individual donors, major gifts, grants, business memberships, etc.
- H. Engage with our conservation partners, our supporters, regional communities, academic institutions and local governments to build multi-level partnerships and networks.