

Grand Staircase Escalante Partners

2025-2027 Strategic Plan - Goal Setting

April 30, 2025

Mission Statement: Honor the past and safeguard the future of Grand Staircase-Escalante National Monument and its connected landscapes and watersheds through science, conservation, and education.

Goal 1: Advance scientific inquiry and dialogue to ensure that the Grand Staircase-Escalante National Monument and its connected landscapes and watersheds remain resilient.

Proposed strategies:

- Facilitate the research needed to protect and understand the resources, histories, and ecologies of the Grand Staircase-Escalante National Monument and its connected lands and waters.
- Lead, facilitate, and participate in research projects, and encourage researchers with regional knowledge and expertise to work on needed science in the monument.
- Build awareness with various constituencies regarding GSEP science, stewardship, and research.

Goal 2: Establish vibrant partnerships with entities and individuals who will help us better support Grand Staircase-Escalante National Monument and its surrounding communities.

Proposed strategies:

- Further develop existing strong partnerships (such as the inter-tribal coalition and The Escalante River Watershed Partnership) while exploring additional local alliances in and around the monument.
- Develop a better understanding of local perceptions of GSEP and identify opportunities to strengthen community relations.
- Define, prioritize, and engage key constituencies.
- Build partnerships with organizations that have broad government expertise.
- Participate in discussions about improving land management frameworks — including strategies related to public management, funding, research, Tribal expertise, and NGO/volunteer involvement.

Goal 3: Attract and maintain talented staff members who feel fully supported by the organization and are committed to its mission and vision

Proposed strategies:

- Ensure that staff have sufficient capacity, professional development opportunities, tools, and empowerment to contribute to the success of GSEP.
- Ensure sufficient staffing levels.
- Be responsive to employee surveys.
- Develop job titles/descriptions and pay scales that reflect current market conditions.
- Conduct annual goal settings and evaluations for all staff.
- Develop an ongoing incentive program for staff.
- Explore pathways to increase staff recruitment from Native and all other local communities who offer long-term, place-based expertise.

Goal 4: Grow the financial and reputational strength of the organization for the long-term sustainability of GSEP

Proposed Strategies:

- Develop a communications strategy with an integrated social media plan to cultivate a larger constituency and expand the use of different communication channels. Seek funding for cutting-edge communications. Refine our pitch and branding.
- Increase outreach to targeted audiences in media outlets.
- Develop a major donor strategy.
- Better highlight the contributions of local communities and Tribes in our communications and donor relations.