EDUCATION:
Overarching Goal: To support Manada Conservancy’s mission and vision statement of furthering preservation and conservation through attracting, informing and engaging the volunteers, members and communities we serve.

Goal A: Provide or sponsor at least four public education programs per year, free to the public.

Goal B: Develop and strengthen youth education programming.

Goal C: Standardize procedure for providing speakers bureau.

Goal D: Provide an educational component to other Conservancy activities where appropriate.

PRESERVATION:
Overarching Goal: To continue to progress toward the creation of a network of connected wild lands, riparian buffers and viable farmland that is permanently preserved, in order that migration & movement corridors are supported, and local farmland is sustained. Special emphasis is given to the Swatara Greenway and the Kittatinny Ridge.

Goal A: Preserve the natural, historic, agricultural, & scenic resources of Dauphin County.

Goal B: Pursue the conservation of the Swatara Creek Corridor as a signature focus of Manada Conservancy.

Goal C: Pursue the conservation of the Kittatinny Corridor in Dauphin County as a high priority.

Goal D: Provide appropriate management of owned properties & proper monitoring of conservation easements & fee-owned properties.

Goal E: Update our Strategic Conservation Plan (SCP) to guide our prioritization of projects & outreach for projects.

OUTREACH:
Overarching Goal: To increase and engage Manada Conservancy’s membership base & engage our volunteers to better support MC’s functions and preservation mission.

Goal A: Increase membership and strengthen member relations.

Goal B: Develop and engage volunteer base.

Goal C: Utilize outreach efforts to promote preservation mission.

Goal D: Improve local presence in community.

Goal E: Improve outreach materials.

Goal F: Enhance fundraising effort.

ADMINISTRATION AND FINANCE:
Overarching Goal: To transition from an organization managed by a board to an organization where management & operations are the responsibility of staff with the board assuming a governance role. The Board will continue to steward the Conservancy’s financial resources and fiduciary responsibilities.

Goal A: Promote an effective and efficient administrative structure.

Goal B: Recruit, develop and retain an outstanding workforce.

Goal C: Improve financial structure.

Goal D: Transition from a managing board to a governing board.
VISION
Manada Conservancy envisions a community in which preserved land is abundant and conservation is widely practiced for the benefit of all.

MISSION
Manada Conservancy is a land trust dedicated to preserving the natural, historic, agricultural and scenic resources of Dauphin County through land conservation, environmental education and community engagement.

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20/20: A Clear Vision for the Future

STRATEGIC PLAN
2017—2021

Land Conservation
Environmental Education
Community Engagement

CELEBRATING 20 YEARS