

**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.



**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.



**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.



CELEBRATING 20 YEARS



## BOARD OF DIRECTORS

Richard Zaino  
*President*

Nancy Cladel  
*Vice President*

Bobbie Boyer  
*Secretary*

Greg Burgdorf

Charles Cladel

Tracy Devenyi

Laura Goss

Bonnie Rannels

Sally Zaino

Pat Swartz

Dave McNaughton



## STAFF

Jennifer Hine  
*Executive Director*

Pam Nelson  
*Development Director*

Mark Vibbert  
*Stewardship Director*

Christine Silvis  
*Finance Manager*

Karen Haldeman  
*Office Manager*

## MANADA CONSERVANCY

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# MANADA CONSERVANCY



20/20: A Clear Vision for the Future

## STRATEGIC PLAN 2017—2021

Land Conservation  
Environmental Education  
Community Engagement