



January 2019 - December 2023

## Strategic Plan

### *Our Mission*

To support and strengthen the land trust community to serve as a powerful voice for land and water conservation in Texas.

### *Our Vision*

A strong land trust community conserving essential land and water across Texas.

### **Introduction**

The Texas Land Trust Council (TLTC) was formed in 1993 in partnership with Texas Parks and Wildlife Department to serve as a support association for all land trust organizations in Texas. In 2003, the Council was launched as an independent 501(c)3 non-profit organization to continue its work to promote and sustain the conservation efforts of Texas land trusts.

TLTC is building a strong, active coalition to serve as a powerful voice for conservation in Texas. By seeking to advance land and water conservation, TLTC offers programs and initiatives geared to ensure the continued strength and success of the land trust movement.

Currently, there are more than 30 land trusts working throughout Texas. To date, land trusts have helped to conserve more than 1.65 million acres of farms, ranches, wildlife habitat, water resources, and natural areas. We are proud to support this effort.

A survey of TLTC's land trust membership was completed in May of 2018 to gather input from our land trust members about their satisfaction with TLTC and its provision of services to the land trust community. Questions were structured to inquire about past performance, as well as the future direction for programs and services. In addition, a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis was performed at the Land Trust Assembly on November 1<sup>st</sup>, followed by a second SWOT analysis by the TLTC Board of Directors on November 9<sup>th</sup>, in order to further inform the plan. The ideas and issues were prioritized and incorporated into elements of the plan.

This Strategic Planning document provides general organizational guidance and prioritization to the large array of programs and activities that the Council will seek to undertake over the five-year period from January 2019 through December 2023.

## **2019-2023 Strategic Plan Goals & Objectives**

### **Strategic Goal 1: Strengthen the Capacity and Excellence of the Texas Land Trust Community**

#### **Objective 1**

Annually, host a high quality and financially stable Texas Land Conservation Conference.

#### **Objective 2**

Engage our land trust membership regularly to foster collaboration toward common goals. (Ex. Texas Land Trust Assembly, Land Trust Advisory Committee, TLTC Advocacy Committee, etc.)

#### **Objective 3**

Work with the Land Trust Alliance to further our shared objectives of land trust stability, national accreditation, and increased capacity to carry out conservation work.

#### **Objective 4**

Provide technical assistance, expertise and tools that are critical to advancing conservation in Texas. (Ex. Conservation Easement Guidebook, Conservation Lands Inventory, etc.)

### **Strategic Goal 2: Engage Policymakers and Stakeholders through Strategic Outreach**

#### **Objective 1**

Engage in outreach opportunities to raise the profile of and build support for land trust conservation work in Texas. (Ex: Presentations at relevant meetings or conferences, Twitter, Facebook, YouTube, Email, Website, etc.)

#### **Objective 2**

Effectively influence relevant state and federal legislation and public policies that further land trust goals, utilizing our TLTC Advocacy Agenda developed in partnership with the land trust membership and the TLTC Board.

#### **Objective 3**

Cultivate relationships with organizations and public agencies to achieve shared goals.

### **Strategic Goal Three: Ensure Organizational Sustainability**

#### **Objective 1**

Maintain a diverse and engaged Board of Directors who are dedicated to our mission and provide effective governance and leadership.

#### **Objective 2**

Attract adequate and diversified funding to support the Council mission, by maintaining

positive relationships with foundations, individual donors, businesses, and other funders. The entire TLTC board commits to 100% board giving, annually.

**Objective 3**

Maintain organizational effectiveness through Strategic Planning, financial management tools, and written policies.

**Objective 4**

Promote annual professional development opportunities for board and staff to accomplish organizational goals.

This 2019-2023 Strategic Plan is hereby adopted by the Board of Directors of the Texas Land Trust Council on November 10, 2018 to go into effect January 1, 2019.

Acknowledged and adopted by the 2018 Texas Land Trust Council Board of Directors:



Allison Elder, Chair



Jeff Weigel, Secretary

Travis Phillips, Chair-Elect

Jordan Gossett, Treasurer

Jim Bradbury

James King

Roel Lopez

Robert Mace

John Schneider

Julie Shackelford

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