



January 2024 - December 2028

Strategic Plan

Our Vision

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

Our Mission

Support and strengthen Texas land trusts to conserve land and water for present and future generations.

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. This year we celebrate our 20th anniversary.

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 35 land trusts working throughout Texas. To date, land trusts have helped to conserve more than 1.9 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 spring of 2023. This survey was designed to ask 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 future directions for programs and services, with a new strategic plan in mind.

Utilizing the results of this survey and discussions among the TLTC board and staff at our strategic planning retreat in September 2023, TLTC has developed three overarching strategic goals to guide our organization's work. These include:

- Ensure Organizational Excellence
- Strengthen the Land Trust Community
- Engage Policymakers and Stakeholders through Strategic Outreach

This Strategic Planning document provides direction and prioritization to the large array of programs and activities that the Council will seek to undertake over the five-year period from January 2024 through December 2028.

2024-2028 Strategic Plan Goals & Objectives

Strategic Goal 1: Ensure Organizational Excellence

Objective 1

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

Objective 2

Develop adequate and diversified funding to support our mission that includes foundations, earned revenue, individual donors, businesses, and 100% annual Board giving.

Objective 3

Enhance organizational effectiveness through strategic planning, financial management tools, and written policies.

Objective 4

Collaborate with the Land Trust Alliance and other state associations to ensure utilization of best practices and access to training and resources to further organizational goals.

Strategic Goal 2: Strengthen the Texas Land Trust Community

Objective 1

Host a high quality and successful annual Texas Land Conservation Conference to educate, train, and inspire excellence in our work.

Objective 2

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

Objective 3

Work to enhance land trust capacity and encourage national accreditation in order to more effectively carry out our 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, reports on values and benefits of conservation)

Strategic Goal 3: 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, conferences, hearings, and via social media, email, website).

Objective 2

Advance state and federal legislation, funding, and public policy to further land and water conservation, using our biennial Advocacy Agenda developed in partnership with the land trust membership and the Board.

Objective 3

Support land conservation policy and conservation easement defense in appropriate and important precedent setting legal cases (ex: filing amicus briefs).

Objective 4

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

This 2024-2028 Strategic Plan is hereby adopted by the Board of Directors of the Texas Land Trust Council on September 29, 2023 to go into effect January 1, 2024.

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



Robert Mace, Chair



Allison Elder, Secretary

Jim Bradbury, Chair-Elect
Clayton Ripley, Treasurer
Elisa Donovan
James King

Julia Murphy
Jeff Weigel
Clayton Wolf
Todd Votteler