

STRATEGIC PLAN
SONORAN AUDUBON SOCIETY
OCTOBER 2022

SAS Preliminary Plan and Notes from SAS Planning Session II
Wednesday, October 12, 2022
Karen LaFrance and Kathy Dashiell, SAS Co-chairs

Attending Session I: Kathy Dashiell, Jerry Theis, Andre'e Tarby, Kathleen McCoy, Lucy Huckery, Joe Ford, Darnell Kirksey, Donna Smith, Jacklyn Anderson, Rachel Barrett, Karen LaFrance (facilitating).

Attending Session II: Dan Bohlmann, Kathy Dashiell., Joe Ford, Darnell Kirksey, Karen LaFrance (facilitating), Donna Smith, Andre'e Tarby, Jerry Theis, Kathleen McCoy and Lucy Huckery.

Volunteers are the lifeblood of Sonoran Audubon Society! The Board thanks everyone who participated in the planning sessions and volunteered for follow up work on chapter priorities and on some new initiatives as well! Excellent work all!

SAS BRIEF BACKGROUND: The chapter is a 501c(3) separate, self-governing nonprofit associated with National Audubon Society, one of three Audubon Chapters in the Phoenix Valley of the Sun. Board volunteers manage the chapter with administrative assistance from two PT person who are paid stipends for their services. The chapter focuses on advocacy for birds and bird habitat in AZ used by resident and migrating birds as well as education of people about birds and conservation. The Chapter area of opportunity is generally the geography of Phoenix' West Valley.

The work of SAS' planning session II focused on volunteer recruitment and confirming assignments for SAS strategic actions/goals, confirmed in Planning Session I at Hassayampa on August 6, 2022. This Strategic Plan Draft contains notes of Session II. Dates for deliverables are not included and remain as "to be done" by the volunteer teams with the Board.

PLANNING TIME FRAME: OCTOBER 12, 2022- MAY 31, 2024 (19 MONTHS). This time frame encompasses the remainder of the current FY—now through May 31, 2023 and the whole FY 2024 (June 1 through May 31).

Main topics are from the Hassayampa meeting (Planning Session I) with notations of progress made since August. SAS has had additional input from the 25 persons who answered the Survey Monkey questions. Results were quite robust and will be provided in full later on; broad brush responses have been shared in the Planning II meeting.

The charge to attendees in Session II was to sign up and/or help to find someone to sign up or find someone to co-volunteer with you. The Four priority areas are below plus

Administration. Board agendas on Zoom will now include reports on these areas where volunteers are leading in order to make sure these items are planned, calendared, then completed or a milestone reached. Admin. is charged with making sure Communications are coordinated and help found if needed. Those volunteers who are on the Board can make oral or written reports on ZOOM; those not on the board may contact Karen or Kathy with reports to be sent along to the Board or they may attend Board meetings to which everyone from the chapter is always invited anyway.

- ✿ 1. *Building the Chapter and the Board*
 - ✿ 2. *Let's Go Birding*
 - ✿ 3. *Bird Safe Windows Project*
 - ✿ 4. *Communications*
 - ✿ 5. *Administration*
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1. BUILDING THE CHAPTER AND THE BOARD

INFORMATION AND MATERIALS: writing & producing handouts or documents for Board and team usage (bird lists, "bookmarks" and West Valley Birding brochure) draft Constant Contact e mail blasts; editor for newsletter items and advocacy items written by others: **Karen and Kaylee.**

SPANISH TRANSLATIONS COORDINATOR: **Kathleen McCoy;**

ADVOCACY:

XERCES FOUNDATION AND CENTER FOR BIOLOGICAL DIVERSITY LAWSUIT: the suit, filed in May 2022, is against the Dept of Agriculture for spraying to kill grasshoppers on grazing lands in the West in 17 states without research on damage to other species including birds that rely on grasslands species for food and shelter. **Jerry and Karen**

ARIZONA WATER ISSUES, ETC: ?? Including WRAN: **Darnell and _____?**

IN PERSON PROGRAMS and MEETINGS and space for SAS materials now spread around to various houses: **Karen with Board**

MEETINGS IN PLANNING:

- 1) McBob (Hummers of Equador); Date TBD: **Karen and McBob**
- 2) **Tice Supplee of Audubon Southwest:** presentation on the many Gila River riparian area projects: Date TBD **Karen**

MEETING ROOM SITES: **Karen and Board members** to contact venues for potential availability and details of fees if any, times available for 30; AV?

- 1) Glendale Library auditorium— **Karen**; likely Monday evening....
- 2) United Church of Sun City; **Joe Ford**; others; **Donna & Kathy D.**
- 3) Glendale Aquatic Center 5th and Union Hills—**Dan**;
- 4) White Tanks Library, 20304 W White Tank Mountain Rd Waddell, AZ 85355 (County)—**Karen**;
- 5) Regular schedule at three County Parks (winter months)—already highly popular....check this opportunity for space; per **Joe and Tom....Karen and Board members, see below Let's Go Birding for volunteers' attending**
- 5) Grand Canyon University, ASU, Midwestern, other colleges; **Kathleen**

RECRUITING VOLUNTEER BOARD LEADERSHIP: **Board Treasurer, and Membership Chair recruitment—Karen on Constant Contact with Kaylee**; Board members through their networks. One additional Board member will be elected to the Board at the December Board meeting—**Victoria Johnson**, former Board member who has offered to come back to the Board. There are additional At Large Board Memberships to be filled—at least 1 more as the current board will still be short 1 space to achieve the aspirational minimum goal of 9. (The upper limit is 15 so we have plenty of seats!) The Board meets once a month on Zoom but may skip December; mtgs are about 1.25 hours long usually on first Wednesday of the month at 7 PM. In November, the Board and other volunteers stuff the envelopes for the Year End Request for Contributions; since COVID, these are individual assignments done at home; pre-COVID and perhaps in future, envelop stuffing is also a “Pizza Party” opportunity....

NOTABLE: Being on the Board, if one is a volunteer with responsibilities, is the easiest and least time consuming way to make reports and confirm coordination where coordination is paramount to one's volunteer responsibilities. The Board urges those in volunteer committee leadership to ALSO be Board members; for the Treasurer (now an open position) this is a Board requirement.

EVENTS/Tabling, Festivals and Fall and Spring Bird Walks and Picnic at Horseshoe Ranch:

Tres Rios Nature Festival: Saturday February 25 & Sunday February 26, 2023 TIMES: 10AM - 4PM (BOTH DAYS) LEADERS—**McBob and Andre'e**; additional help: **Lucy**

Horseshoe Ranch: Fall (just concluded!)

Horseshoe Ranch: Spring 2023: _____

Winter Tabling: Bats and Buzzards 2023: _____ Names: ???

SAS' REPRESENTATIVE TO THE STATEWIDE AUDUBON CHAPTERS COUNCIL: **Karen, Donna**

NOTE: PERSONS INTERESTED IN HELPING OUT: from the survey, we know that **three persons have offered; Karen to contact to assess interests.** Also we

have learned from Kathe Anderson who is a regular Birding Guide that she will be soon be available for two bird trips during the Planning Period.

2. LET'S GO BIRDING:

ADD "POP UP" BIRDING/ INFORMAL "MEET UPS" ON a regular basis leaving time and space for a few planned trips; **Dan as Chair of Bird Trip Committee with Jim, Lucy, Donna, Kathy D. and Elaine Alexander ??**

IDEAS and VOLUNTEERS: **Jim** can do regular several times per birding year to Glendale Recharge Ponds (Meet up format);

Kathe Anderson: see survey review and her offer for after January 1, 2023;

Karen & McBob: Meet up in future; where are we going birding?

Jim: Lake Pleasant (planned with reservations);

Kathy D.: Can work with **Dan** to develop process for "meet ups"

Board members volunteering to attend **Joe's Saturday county family walks** to evaluate how other SAS activities could build on these successful outreach events:

Andree? Cave Creek – a 2nd Sat.;

Lucy? Estrella – a 3rd Sat.;

Kathy D. – White Tanks a 4th Sat.;

IDEAS FOR BIRDING SPOTS THAT FOLKS WANT TO GO TO; FROM SURVEY MONKEY—TBD.

3. BIRD SAFE WINDOWS AND "LIGHTS OUT"

BIRD SAFE WINDOWS PROJECT: **CO-LEAD VOLUNTEERS: ANDRE'E AND KATHLEEN:**

FIRST TASKS: Suggested early focus: individuals' and families' homes and neighborhoods; how to use **Kathleen's** Demonstration of String and Thread simple ways to prevent bird strikes at home. **Andre'e** has found the "best string". Deliverables time frame?? Communication: write ups for Constant Contact....

SECOND (LARGER) TASKS: **Andre'e and Kathleen for expanded effort** to organize to include commercial buildings, etc. ("lights out").

JOINT MEETINGS; all three Chapters' Meetings/Zooms—LEAD **Theona Vyvial**, President of Desert Rivers Audubon.

4. COMMUNICATIONS IN GENERAL:

FACEBOOK, Instagram and other social media: **Jackie Anderson** is LEAD VOLUNTEER: with **Karen, Kathy & Kaylee** to help set up and integrate SAS communications with monitored social media sites.

WEBSITE: **Kaylee with Karen**

Upcoming second mtg on Communications: Zoom Wed Oct 19 at 7 PM— anyone can attend; let Karen know for the Zoom Invite. Social Media particularly important for meet-ups; also Constant Contact e mails.... and tie into the website — **Kaylee**— for photos (**McBob, Kathy D, Vera Markham and others!!**) notices and documents.

CONSTANT CONTACT: Regular schedule for Constant Contact e mails? regular schedule for NEWSLETTER items (**Jerry with Karen**)

5. ADMINISTRATION : **Karen** who is on a monthly stipend does nearly all of the administrative tasks for the Chapter. **Kaylee** is also on a stipend to monitor and update the website and other tasks related to Constant Contact e mails and to social media, a focus area for this plan.

Services and Duties: **Karen**

Monthly: As Acting Treasurer, keeping the books, providing periodic financial reports to the Board and maintaining contact with the Bank; writing checks, managing grants and contributions and managing the yearly budget.

Staffing Year End Request for Contributions with the Board and other Volunteers who “stuff” envelopes and do the final sending. **Kaylee and Karen** are assigned to NAS lists and Friends of SAS List for updating. Making the envelopes (**Kaylee**) and drafting the “ask” letter (**Karen and Kathy D.**) etc. This activity yields the most revenue for SAS each year and is a way to recruit volunteers from the donor base.

Paperwork for Horseshoe Ranch (2X per year); tasks related to SAS’ insurance such as sharing our coverage with bird count volunteer groups, leasing space, if SAS does this....and sharing organizational docs where needed by contributors, vendors.

Writing yearly NAS Annual Report (November) which results in a \$1997 contribution from NAS to SAS. Liaison with National Audubon, specifically Audubon Southwest staff.

Monitoring and managing Grants-in-hand and Grant-Writing: writing grants and reports; recruiting interns for Cuckoo Internships, and managing/supervising interns. SAS has received and implemented two NAS special grants per year for several years—one is called a “Collaborative Grant,” the other is either “Audubon in Action” or another name depending upon what NAS wants to call it and sources.

Memberships and Fees renewals: Constant Contact, Website URL Registration, Website Software, IRS Report (Postcard 990), State of AZ Corporation Commission report, AZ Council of Audubon Chapters, etc.

Staffing support for Volunteer Chairs/co-chairs on strategic objectives in this plan and on tasks that assist their committees.

Printing materials.

Coordinating with **Kaylee** to monitor and update the website, send Constant Contacts and assist on the year end request for contributions through minimum membership maintenance.

MASTER NATURALIST OPPORTUNITY: **Kathleen with Karen** to explore.