



*The Berks County Conservancy Long-Range Strategic Plan*

# Berks County Conservancy

## Long-Range Strategic Plan 2005

### Plan Summary

#### **Mission Statement**

During the strategic planning process, a mission statement was created through facilitated sessions with the Board of Directors and leadership of the Berks County Conservancy. The mission statement is as follows.

“The Berks County Conservancy is the leading agent for the conservation of the environment in Berks County.”

#### **Vision Statement**

In 2005, as the leadership of the Berks County Conservancy begins its planning activities, it has created the following vision of the outcomes of its efforts.

“The vision of the Berks County Conservancy is to be a cornerstone of excellence in the stewardship of the environment. Clearly identified with our special mission, we strive to meet the ever-changing needs of the County and to conserve its heritage and essential character.

We provide environmental leadership, direct action, expertise, land use planning, advocacy, research, and education programs in accordance with the natural, historic, social, economic, and technical needs of the county and its many local communities.

Our staff, administration and leadership are uniquely qualified and committed to our mission and to helping Berks County embrace conservation at a local community level. We are committed to the creation of significant partnerships that directly support the needs of other local “on the ground” groups. We aspire to have our membership be active and engaged not only with the Conservancy, but also in their local communities.

In the midst of modern pressures on the land, we help Berks County maintain a large, healthy, natural environment. We seek to support and encourage rational land use planning and practices throughout the county.



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In fulfilling these responsibilities we challenge and change attitudes, yet nurture a strong sense of respect and dignity for diverse disciplines and perspectives. We are recognized for our leadership and accomplishments. The impact of the Conservancy is readily visible – free flowing streams, natural vistas, open space and farmland, clean water, healthy forests and environment.”

## **Long-Range Strategies**

Based on the strategic assessment as detailed previously, the leadership of The Berks County Conservancy has identified four overriding strategies (bold statements) it will implement in its efforts to fulfill its mission and achieve its vision of the future. Additionally, it has identified and discussed potential actions (bulleted statements) it can consider implementing to support the long-range strategies.

### **BCC will diversify and strengthen the long-term funding of the organization.**

Goals: Decrease grant dependency. Increase overall funding.

### **BCC will invest in urban revitalization efforts.**

Goals: Conserve urban areas for long-term sustainability, growth and prosperity.

### **BCC will create a comprehensive environmental education model.**

Goal: Raise awareness of conservation

### **BCC will enhance relationships, leading to partnership opportunities in order to increase the development of balanced natural resource conservation initiatives.**

Goal: Conserve natural resources while supporting intelligently planned economic development.