



TROUT UNLIMITED
KALAMAZOO
VALLEY CHAPTER

STRATEGIC PLAN

2024-2029 Version v.1.2

Contents:

- 1.) Introduction
- 2.) Our Vision of Success
- 3.) Our Mission
- 4.) Our Beliefs
- 5.) Our Values
- 6.) Our Goals
- 7.) Our Outcomes and Strategies

INTRODUCTION

Healthy fish rely on healthy water. We all do.

Today, thousands of miles of trout and salmon waters in Michigan are degraded. These fish are imperiled species whose loss reflects the declining health of the lands and waters upon which we all depend. These waters are not only home to iconic native and wild fish. They are also the very same rivers and streams that supply the water we drink, irrigation for our lands, and endless opportunities to get outside and connect with nature. For KVCTU members, they are prized places, but they matter to all of us.

Climate change poses real and immediate threats. Warming waters, drought, and wildfires degrade important streams and rivers. These are complex, long-term threats requiring equally complex and long-term responses. If we are to deliver solutions that match the complexity of the challenges we face, the Kalamazoo Chapter of Trout Unlimited and our community and regional partners must focus our efforts and be purposeful in our work.

We remain hopeful. There is still time to stem the losses if we work together and expand our efforts to recover and heal these waters and the places we love.

Over the next five years, we will cut a new trail from what this chapter has been, and what it needs to be in the future. KVCTU will create common ground among diverse interests. We will overcome obstacles with grassroots credibility, professional skill, nonpartisan advocacy, and scientific expertise. We will build meaningful relationships with decision makers, land and resource stewards, community members to deliver meaningful change across landscapes.

Under this strategic plan, KVCTU will put this hands-on experience to work, focusing our conservation efforts on our “priority waters” while leveraging the full power of the broader TU community of staff, volunteers, partners, and supporters. At the same time, we will invest in our people and the tools they need to be successful as we scale up our work and expand the corps of dedicated people executing this shared conservation agenda.

OUR VISION OF SUCCESS

Our vision is for communities across Southwest Michigan to engage in the work of repairing and renewing the rivers, streams, and other waters on which we all depend.

OUR MISSION

To bring together diverse interests to care for and recover rivers and streams so future generations can experience the joy of clean, cold waters where aquatic species thrive.

OUR BELIEFS

We believe...

- Conservation is an ethical obligation.
- Education is a cornerstone of conservation.
- In community and the power of people. We can solve our problems if we work together.
- In hard work. Problems can only be solved if we are willing to roll up our sleeves and get to work.

OUR VALUES

We value...

- Resourcefulness: We see opportunity in challenges. Rather than simply treating symptoms, we find pragmatic, lasting solutions.
- Science-based practices: We are innovative and base our efforts on sound science to drive conservation action.
- Collaboration: We operate through non-partisan collaboration and partnership. We work across differences.
- Inclusivity: We listen to, value, and respect all people and communities, and seek diverse voices and perspectives.
- Unity: We mobilize behind a shared vision.
- Hope: We are optimists and believe in a better future.

OUR GOALS

To harness the collective potential of KVCTU more fully over the next five years, we commit to the following three organizational goals:

1. Each of our designated priority waters meets the definition of a healthy, sustainable, viable coldwater fishery.
2. We have an engaged and diverse corps of members and partners who advocate for and participate in the care and recovery of our lands and waters.
3. We have the necessary tools, technology, training, and resources to achieve and maintain our goals over the long term.

OUR GOALS and KEY STRATEGIES

Goal 1: Each of our designated priority waters meets the definition of a healthy, sustainable, viable coldwater fishery.

Key Strategies:

1. Recruit and assign dedicated stewards to each of our priority waters
2. Establish metrics to measure stream health, and use those metrics to inform our processes
3. Consistently monitor measurables for each priority water
4. Establish and nurture partnerships that advance our work
5. Plan and execute stream projects using science and best practices
6. Leverage technology for long-term monitoring

Goal 2: We have an engaged and diverse corps of members and partners who advocate for and participate in the care and recovery of our lands and waters.

Key Strategies:

1. Develop and follow a new engagement model
2. Review our branding to reflect:
 - a. We are not just fly fishing
 - b. We are conservation, education and recreation
 - c. Our culture and approach are viewed as inclusive, equitable, and respectful of the diverse voices and interests of our staff, board, volunteers, partners, and the communities in which we work.
3. Establish a multi-year marketing communications plan
4. Significantly expand our education opportunities
5. Increase our outreach to families, youth, women, underrepresented communities
6. Broaden our messaging, advertising, and social media
7. Establish a mentorship program for new anglers
8. Develop a youth conservation corps

Goal 3: We have the necessary tools, technology, training, and resources to achieve and maintain our goals over the long term.

Key Strategies:

1. Establish and follow a budgetary model
2. Ensure expenditures are in accordance with our strategic plan
3. Establish guidelines for outside giving/donations (especially recurring requests)
4. Increase grant exploration and grant funding
5. Develop a consistent capital fundraising campaign to support the budgetary model.
6. Invest in technology and tools as needed.