



2020 Strategic Plan

The White River Partnership (WRP) adopted a five-year Strategic Plan in November 2020 to update the 2014 Strategic Plan.

WRP mission:

Bringing together people and local communities to improve the long-term health of the White River and its watershed

WRP vision:

We envision a White River watershed in which:

- Community members, businesses, schools, organizations, and governments work together to make informed decisions that protect and improve the cultural, economic and environmental qualities of the watershed for present and future generations;
- Individuals understand the watershed concept and recognize climate change as a threat to watershed health; and
- Our collective actions protect and improve river stability, water quality, fish and wildlife habitat, flood resilience, and recreational river access.

Strategic objectives

External:

- Data collection = Conduct strategic assessments and coordinate annual monitoring to identify watershed issues, to prioritize resources, and to evaluate project impacts
- Education = Coordinate community outreach and deliver school-based education programs to raise awareness about watershed issues, to build support for watershed restoration and stewardship, and to share knowledge with partner groups at the local and state levels
- Project implementation = Develop and implement on-the-ground conservation and restoration projects to protect and improve river stability, water quality, fish and wildlife habitat, flood resilience, and recreational river access
- Volunteer coordination = Coordinate hands-on volunteer activities to promote local watershed stewardship

Internal:

- Fundraising = Increase and diversify funding sources
- Membership = Engage and retain more members
- Organizational Capacity Building = Govern (Board) and administer (staff) organization effectively and integrate diversity policy in all aspects of WRP work

5-year goals:

Please see 5-year goals for each strategic objective on the attached table.

WRP 5-year goals table

Type	Strategic objective	Program	5-year goals	
External	Data collection	Crayfish monitoring	Gather crayfish data at high-priority sites	
		Phase 2 assessment	Gather Phase 2 data for Third Branch watershed	
		Project monitoring	Monitor all projects on a rotating schedule	
		Water quality assessments	Conduct adaptive water quality assessments in "impaired" watersheds	
		Water quality monitoring	Coordinate water quality monitoring at high-priority recreation sites	
	Education	Community outreach		Coordinate 25-year-anniversary events and marketing
				Develop and implement annual communications strategy
		Landowner outreach		Garner support for on-the-ground projects on public/private land
		School outreach		Adapt Monitoring the White River Program to work with every watershed school
				Align Monitoring the White River Program with WRP programs
		Stakeholder outreach		Develop program/materials to educate key watershed stakeholders
	State-wide outreach		Build support for watershed work at the state level	
	Project implementation	Fish passage restoration		Coordinate Aquatic Organism Passage working group
				Replace 5 high-priority culverts
				Remove 3 high-priority dams
		Floodplain restoration		Conserve/restore 200 acres of high-priority floodplain
		Habitat restoration		Implement 2 in-stream, habitat restoration projects
		River cleanups		Coordinate river cleanups at White River Water Trail sites
		Trees for Streams		Plant 20,000 trees to restore 50 acres of riparian buffer
				Coordinate school group involvement in tree planting projects
		Upper White River CWMA		Implement high-priority Upper White River CWMA projects
		White River Basin Plan		Implement 5 high-priority White River Basin Plan projects
	White River Water Trail		Improve recreational access at White River Water Trail sites	
		Work with partners to conserve 2 new river access sites		
Volunteer coordination	Stewardship		Engage 25 water quality monitoring stewards annually	
			Engage 25 White River Water Trail stewards annually	
	Volunteering		Engage 100 volunteers annually via "Second Sunday Event" series	

Internal	Fundraising	Board fundraising	100% Board giving to annual appeal
			100% Board participation in WRP fundraising
		Restricted fundraising	Explore alternate ways to raise restricted funds
			Improve Board oversight related to grants administration and reporting
		Unrestricted fundraising	Explore alternate ways to raise unrestricted funds
			Increase unrestricted fundraising by 50%
			Increase rainy day fund by 50% (goal = 6 months of operating support)
			Explore starting an endowment fund with the VT Community Foundation
		Membership	Membership
	Formalize and clarify annual membership benefits		
	Increase membership by 100% (goal = 300 members)		
		Town contributions	Solicit annual contributions from 4 new towns
	Org. Capacity Building	Board development	Clarify Board roles and responsibilities in a written job description
			Develop formal, Board-led orientation & training program
		Board governance	Develop cohort of Organizational Advisors
			Maintain and implement annual governance calendar
		Financial administration	Conduct financial review
Organizational development		Continue work to update diversity policy	
	Integrate diversity policy into all aspects of WRP work		
Staff development	Create a communications & membership contract or staff position		