

Trout Unlimited Oak Brook Chapter Strategic Plan 2016-2021

Mission	To conserve, protect and restore North America's coldwater fisheries and their watersheds.				
Vision	By the next generation, Trout Unlimited will ensure that robust populations of native and wild coldwater fish once again thrive within their North American range, so that our children can enjoy healthy fisheries in their home waters.				
Obj. No.	Objective	Strategy	Deliverable	Responsible	Due Date
Conservation					
1	Advocate for the protection of Lake Michigan	a. Maintain a presence on the ILCTU Lake Michigan Committee.	Inform Chapter members about Lake Michigan issues and engage them in TU and ILCTU efforts in support of sound Lake Michigan fishery management.	Conservation Chair	On-Going
		b. Maintain contact with and attend constituency meetings of local Great Lakes and Lake Michigan management entities, to include the IDNR Lake Michigan Program Office.	Inform Chapter members of and engage them in important Great Lakes management initiatives.	Conservation Chair	On-Going
		c. Support TU and ILCTU advocacy efforts against the introduction of Asian Carp species in the Great Lakes, focusing on Illinois River connections to Lake Michigan.	Inform chapter members of and engage them in TU and ILCTU Asian Carp containment advocacy efforts.	Conservation Chair	On-Going
2	Advocate for cold water conservation	a. Actively seek increased opportunity for individual OBTU members to advocate on behalf of cold water conservation issues.	Request chapter members to advocate on appropriate issues and provide mechanisms for advocacy.	Conservation Chair	On-Going
		b. Identify major state and federal legislative and agency initiatives impacting cold water fisheries.	Request chapter members to advocate on appropriate issues and provide mechanisms for advocacy.	Conservation Chair	On-Going
3	Advocate for the removal of dams on trout and salmon streams	Identify local and high profile state, regional and national dam removal initiatives.	Inform chapter members about them and engage the Chapter and its individual members in appropriate advocacy efforts relative to them.	Conservation Chair	On-Going
4	Support TUDARE	Contribute to the TUDARE Operating Fund.	Payment to TUDARE.	Conservation Chair	Annual
5	Restore driftless area stream	a. Contribute money and work-hours to a stream restoration project in The Driftless Area.	Payment and service to project.	Conservation Chair	Annual
		b. Work with local agencies to evaluate a stream restoration project in Illinois.	In the annual proposal of conservation activities, evaluate at least one conservation activity that benefits an Illinois stream.	Conservation Chair	In 2018 for 2019 FY

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Conservation					
6	Support Coldwater River Watershed Council	In association with CRWC, conduct macro-invertebrate studies in the Coldwater River watershed.	Conduct two studies per year.	Conservation Chair	Annual
7	Identify opportunities for OBTU support of coaster brook trout restoration in the Great Lakes	Evaluate coaster brook trout conservation efforts	In the annual proposal of conservation activities, evaluate at least one conservation activity that benefits coaster brook trout.	Conservation Chair	Annually starting in 2017 for 2018 FY
Communication					
1	Maintain an on line presence	Maintain website.	Maintain a chapter website that communicates key chapter information that supports participation in chapter activities.	Communications Chair	On-Going
2	Inform members of current events	Issue newsletter and other member communications.	Issue a bi-monthly newsletter and supplementary electronic communication that contains subjects of interest to chapter members.	Communications Chair	On-Going
3	Maintain media presence	Raise community awareness of chapter activities using local, regional, and national press, local advertising, and social media .	Issue at least 4 news releases and social media postings.	Publicity, Publication and Public Relations Chair	On-Going
Member Engagement					
1	Conduct conservation-oriented events	Identify conservation-oriented work opportunities for members.	In addition to work opportunities listed under Conservation, notify members of work opportunities of other organizations.	Conservation Chair	On-Going
2	Conduct events directed toward building community, diversity, and membership growth	a. Conduct and support Trout in the Classroom program.	Support setup, deliver eggs, monitor progress, provide presenter(s), support release of trout having 12 participant schools.	Education Chair	On-Going
		b. Support the TU Illinois Council Youth Conservation and Fly Fishing Camp	Contribute funding and volunteers.	Willie Beshire	On-Going
		c. Support Riverside Brookfield High School as TU Teens	Host RBHS TU Teens at CRWC macro study	Conservation Chair	Annual
		d. Participate in outdoor shows, community organization events, and in other conservation events, as the opportunities present themselves.	Promote TU mission by handing out literature, conduct face-to-face interactions, collect membership applications.	Membership Chair	On-Going

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Member Engagement					
2		e. Using a tabletop display and other media advocate for the OBTU mission to community organizations to build community support for chapter objectives.	A professional tabletop display, speakers prepared to deliver the OBTU story and advocate for chapter objectives, at least 4 engagements per year.	Publicity, Publication and Public Relations Chair	Beginning in Q3 2016
		f. Support TU Women's Initiative.	Fund, communicate, and staff initiative.	Women's Initiative Chair	On-Going
3	Increase membership engagement	a. Conduct regularly scheduled chapter meetings.	Conduct at least 8 chapter meetings that include required business and contains announcements and presentations of conservation and angling. Meet, greet and welcome all new members to chapter meetings. Follow up with new members.	Program and Special Events Chair	On-Going
		b. Conduct membership meetings outside of DuPage County.		Program and Special Events Chair	Begin Fall 2016
4	Conduct fishing-oriented events	a. Conduct youth fly fishing program.	Conduct five youth fly fishing days per year that include the requirements for the Fly Fishing Merit Badge of BSA.	Education Chair	Annual
		b. Identify ways of fulfilling other youth program needs.	Describe program, resources, and population of beneficiaries.	Education Chair	2017
		c. Support Orvis' Fly Fishing 101/201 days .	Schedule volunteers for Orvis Yorktown.	Membership Chair	Annual
		d. Conduct fishing outings.	Two outings per year. A conservation element will be included when practical.	Program and Special Events Chair	Annual
Financial Resourcing					
1	Double annual revenue		Based on 2010 - 2014 average	Financial Development Chair	End of 2021 FY
2	Fund chapter operating activities achieving a split of <25% Operating and >75% Conservation & Education			Financial Development Chair	Annual

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Financial Resourcing					
3	Fund chapter conservation and education activities achieving a split of <25% Operating and >75% Conservation & Education			Financial Development Chair	Annual
4	Increase Endowment Fund through contributions.			Chair, Endowment Fund Board of Trustees	Annual beginning 2017
Chapter Development					
1	Recruit qualified board members and IL council representatives	a. Establish recruitment criteria including prior leadership experience.	A document that contains attributes.	Leadership Development and Nominating Chair	10/1/2016
		b. Present to the Board of Directors a slate of candidates for Board of Directors and IL council representatives for approval.	A document that lists names and attributes.	Leadership Development and Nominating Chair	Annual
2	Plan for Succession	Identify high potential leaders and their skills.	Conduct a planning discussion with the board on leader development that identifies high potential leaders and recommends opportunities for them.	Leadership Development and Nominating Chair	Annual
3	Build Strong Committees	Staff committees with members and delegate committee responsibilities.	List committee members and delegated responsibilities.	All Committee Chairs	Annual
4	Develop board members and committee chairs	a. Conduct orientation for new leaders.	Provide and describe governance documents and other background information.	Vice President	Annual
		b. Attend council and regional TU meetings.	Announce council and regional meetings and coordinate attendance.	President	Annual
5	Develop members	Provide or identify training for members.	Communicate TU webinars and other training available to members.	Education Chair	On-Going