

## **NCTU Three Year Strategic Plan: 2015 - 2018**

### **Making the NC Council Stronger**

NCTU will have 15 viable Chapters in North Carolina. Currently there are 12 Chapters that are considered viable by TU national ( Sending in an Annual Financial Statement by the November 15th deadline). Our strategic goal is restoring or starting one chapter each year for the next three years.

Develop a comprehensive revenue stream beyond Back to Brookie tags and the TU rebate. As one example, creating and selling NCTU logo merchandise.

Maintain financial support for TU Southeast Regional Coordinator (currently Damon Hearn) at or above FY 2015 levels.

Set a reserve amount for the budget with one year of operating funds, currently \$15,000. As the budget increases or decrease , so will the reserve be adjusted for the following year.

Suggested new Initiatives requiring Budget additions:

1. Hosting Southeast Rally with partner states
2. Hosting North Carolina Trout In the Classroom Rally for Educators and TU Facilitators
3. Partner with like-minded conservation entities once a year.
4. Maintain budget support for Trout in the Classroom continuation and new schools.
5. Host TU Annual Meeting within next three years in partnership with Southeast Region Councils.

Women's Initiative Chair: To be filled within the next two years.

Water Quality Chair: To be filled within the next two years.

Each committee must have two members. Committee Chair is responsible for procuring their assistant

Continue supporting Council Chair and NLC travel expenses for the annual and regional meetings

Broaden the base of council leadership by limiting Council executive members to only one from each chapter over the next three years.

### **Youth Support**

Rivercourse – Maintain at the current 2015 level for the next three years (18 students).

Trout In the Classroom – TIC Committee Chair (Currently Don Davidson) to come up with number to increase by over the next three years. (Suggested increase: five per year for three years)

5-Rivers –Assist the Headwaters Youth Program Director ( currently Franklin Tate ) to double number of chapters over the next three years. Currently there are three active school chapters in North Carolina.

Continue supporting NC lifetime fishing license for youth (\$255).

### **Conservation Goals**

Work with NC Wildlife Commission on Brook Trout restoration projects. Continue the Stone Mountain and South Mountain State Park programs and the Native Fish Conservation Area Little Tennessee River Pilot (Fred Harris).

Work with U.S. Forest Service (Jason Farmer) using limestone for acid rain mitigation.

Continue to support any conservation projects established by TU Southeast Regional Coordinator (currently Damon Hearn) needing volunteers

### **Strengthen Chapters**

Target reduction of the average age of TU members by one year each year over the next three years through active recruitment strategies for chapters.

The Council Chair will visit each chapter once every three years at a minimum.

Broaden the base of council leadership by working toward a state council with no more than one council executive member from any one chapter over the next three years.

Join Trout Unlimited to help advocate for and protect cold clean fishable water. click on the Join page.