



Calendar Years 2013-2017

Website: www.tu-northbear.org

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The vision for this 2013-2017 North Bear Chapter Strategic Plan is one in which the development of it will be open and collaborative; the Plan itself will be short and simple; the strategies will be action oriented; with reasonable time frames; with outcomes that will be achievable; and with the intent that the Plan will be a living document to be periodically reviewed and amended as needed.

This Strategic Plan incorporates the core Trout Unlimited mission and vision statements as follows:

TU Mission: To conserve, protect, and restore North America's cold water fisheries' and their watersheds.

TU Vision: By the next generation, Trout Unlimited will ensure that robust populations of native and wild cold water fish once again thrive within their North American range, so that our children can enjoy healthy fisheries in their home waters.

Statement of Intent

Conserve important lands and waters so that we realize our generational vision of wild and native fish conservation. We will accomplish this by:

- Building a high level of awareness for the TU image – an image that stands for engaging more anglers in the TU mission of working to protect and restore North America's trout and salmon fisheries for people to use and enjoy;
- Working in collaboration with members and other conservationists. And
- Raising sufficient funds to protect, reconnect, and restore important lands and waters and to sustain those efforts over time.

Focus Watersheds:

The North Bear Chapter developed this strategic plan to conserve, protect and restore with emphasis on three key watersheds within the Driftless Area: North Bear Creek, South Bear Creek and Waterloo Creek

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- Communications
 - Membership
 - Education and Youth
 - Conservation
 - Financial Development
 - Additional standing or ad hoc as established by president or board of directors

We will operate through:

- Collaboration and partnerships
- Sound science
- Leveraging resources
- Advocacy
- On the ground work in communities
- Grassroots engagement

Build volunteer capacity within Chapter to execute projects that support conservation plans in key watersheds	Life of Plan	Communicate with prospective volunteers in all stages of conservation plans. Garner their involvement, ownership and participation
Promote wise management of important public lands within key North East Iowa watersheds	Life of Plan	Participate in the planning, implementation, and monitoring of State and Federal projects that have potential impacts to cold water fisheries
Promote land acquisitions by Government and non-profit agencies within key North East Iowa watersheds	Life of Plan	Support the acquisition by State, Federal and non-profit agencies of private lands from willing sellers that protect key watersheds
Promote the development of wild trout fisheries on streams	Life of Plan	Perform in-stream fish structure inventory, applicable streams
Participate in Trout Unlimited annual stream Clean-up day	June of each year	Perform clean-up on South Bear, North Bear and Waterloo Creeks
Encourage land management activities that minimize & mitigate nitrogen and phosphorous implementation & soil erosion in key watersheds	Life of Plan	Support the application of best management practices for Forestry and Water during Federal, State and private project planning and pollution
Develop plans allowing improved fish passage	Life of Plan	Coordinating with others, instigate results such as Bottomless culverts, fish holding structure, fish movement and safety through waters

<p>Develop a website that attracts and engages members and various interest groups or individuals. Communicates the TU brand through the web; maximizes fund raising; ensures effective communications with members and others; and uses the web to achieve cost saving with efficiencies.</p>	Life of Plan	Existing website: volunteer Chapter members review, recommend and implement select enhancements. Editing and updating completed by one or small group of designated Chapter members.
<p>Use a Chapter newsletter to connect with Chapter members and guests</p>	Monthly	Submit the Chapter newsletter to every Chapter member and other interested individuals or organizations
<p>Use social media to interconnect with Chapter members and guest</p>	Monthly	Stimulate Chapter meetings and activities through the Chapter website and social media
<p>Use other means to interact with Chapter members and guests not reached through the newsletter and social media</p>	As needed	Promote Chapter meetings and activities through local print and electronic means

Expand women or youth membership and involvement	Life of Plan	Utilize Trout Unlimited national free or reduced cost membership. Develop specific information plans targeting select groups or individuals. Inform kids and adults about Stream Explorer Program.
Organize and maintain Chapter members' contact information and welcome new members	Life of Plan	Actively implement, through ongoing list development, a Chapter data base, information management. In such manner as electronic list maintenance. Welcome new members and meeting attendees verbal and via written/electronic acknowledgement.
Encourage participation and camaraderie of members & guests in Chapter events	Life of Plan	Conduct scheduled Chapter meetings and Conduct two or more Chapter-sponsored fishing trips.
Promote Trout Unlimited to the general public in Iowa	Life of Plan	Accomplish in whatever means arise. Such as events, one-on-one, media and fund raisers

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Stimulate awareness of cold water ecosystems to the general public	Life of Plan	Employ whatever means are best fitting to stimulate awareness. Such as social media, events, one-on-one, specific organizations, web sites for state council and Chapter.
Encourage youth and women participation in Trout Unlimited.	Life of Plan	Sponsor events for youth and women in ways to become educated about conservation and the joy of fly fishing.
Support non-governmental organizations with similar interests and goals as the Chapter	Life of Plan.	Provide volunteer skills, funding and equipment. Assist in information sharing. Help with project specific needs at locations such as Seed Savers, Trout Unlimited Chapters, Federation of Fly Fishers and other serving the Driftless Area. Provide financial support to organizations such as Project Healing Waters, Casting for Recovery or Reel Recovery
Educate Chapter members and guests about specific elements of conservation plans	Life of Plan.	Selected presenters/topics at monthly Chapter meetings. Conduct casting classes, stream restoration workshops, youth fishing and conservation camps. Partner with youth and women groups or schools

Invest in youth to create a sustaining constituency to ensure the durability of TU's mission and work through future generations

Build the Chapter's capacity to successfully implement youth education projects with conservation and fly fishing content	Life of Plan	Locate a task leader. Involve Chapter members. Devise and implement donation plans. Fund specific endeavors.
Encourage youth participation in outdoor activities, in particular fishing.	Spring of each year	Schedule boy and girl scout merit badge clinics. Schedule education sessions with other youth groups as determined fit TU's youth education goals.
Boost youth participation in Trout Unlimited	Spring and summer of each year	Sponsor Iowa Trout Camp; contribute Stream Explorer membership to 10 youths per year

Conduct one major fund-raising endeavor per year.	Spring of each year	Conduct a specific endeavor as determined by the board of directors or Chapter committee.
Conduct one major fund-raising raffle per year.	April-July.	Conduct as determined by committee or board of directors
Conduct several minor fund-raising raffles per year.	At Chapter meeting	Conduct raffles at monthly Chapter meetings.
Participate in Iowa Council fund raising events	As necessary	As determined by Iowa Council
Promote donations to be used towards special projects	On-going.	As determined pertinent to each special project.
Encourage other means of donating to the Chapter.	On-going.	Recognize individual and group donations to the Chapter through newsletter, written letters and/or email.

State government

Iowa Department of Natural Resources

Conservation Groups

Iowa Environmental Council

Business

Badowers Clothing

Federal Government

& its respective members

Sportsman's Warehouse

U.S. Department of Agriculture

Other Trout Unlimited Chapters

Bass Pro Shop

County Government

Central Iowa Fly Fishers

Scheels Sporting Goods

Allamakee County

Hawkeye Fly Fishing Association

Dicks' Sporting Goods

Howard County

Second Avenue Fly Shop

Winneshiek County