

*A Stronger Tomorrow:
Presque Isle Audubon
Strategic Plan
2024-2026*



Organized in 1961, Presque Isle Audubon endures as one of the most successful and long-lasting conservation and environmental organizations in northwestern Pennsylvania. With the development of this strategic plan for 2024-2026, PIA continues to promote an ecosystem where birds can thrive. This strategic plan summarizes our mission, vision and goals for the next three years; and spells out specific actions we must take to reach those goals. Please join our group of over 600 members as we positively shape the future for birds.

Mission Statement

The mission of Presque Isle Audubon is to connect people with birds, other wildlife and their habitats; through education, conservation and advocacy.

Vision Statement

The vision of Presque Isle Audubon is a world in which people and wildlife co-exist in harmony.

Goals of Presque Isle Audubon

- 1. Maintain significant bird habitat*
- 2. Promote bird friendly communities*
- 3. Strengthen the PIA Organization*

Goal 1:

Maintain significant bird habitat

<i>Objectives</i>	<i>Actions</i>
<i>Conserve or assist in the conservation of important habitats.</i>	<ul style="list-style-type: none"><i>Contact legislators and policy makers at the local, state and federal levels via email, mail, phone, meetings, social media, etc.</i>

<i>Objectives</i>	<i>Actions</i>
	<ul style="list-style-type: none"> ● <i>Conduct inspections of local wildlife habitats and sanctuaries.</i> ● <i>Utilize social media to bring awareness to the public about significant habitat issues.</i>
<i>Continue to maintain PIA's existing Sanctuaries.</i>	<ul style="list-style-type: none"> ● <i>Conduct walk-through and visual inspections 2 times per year.</i> ● <i>Maintain signage.</i> ● <i>Maintain health of plant community.</i>
<i>Continue participation with invasive plant removal.</i>	<ul style="list-style-type: none"> ● <i>Maintain a relationship with Weed Warriors.</i>

Goal 2:

Promote bird-friendly communities

<i>Objective</i>	<i>Actions</i>
<i>Inform and educate our community regarding birds.</i>	<ul style="list-style-type: none">● <i>Utilize communication via social media (FB, Instagram, Tern of Events).</i>● <i>Support participation in citizen science projects.</i>● <i>Provide programming for children.</i>● <i>Offer field trips.</i>● <i>Continue collaboration with like-minded organizations such as Erie Bird Observatory, Foundation for Sustainable Forests and interested schools.</i>● <i>Continue supporting The Festival of the Birds and The Allegany Nature Pilgrimage.</i>

Goal 3: Strengthen the PIA Organization

<i>Objectives</i>	<i>Actions</i>
<i>Sustain participation in governance and communication</i>	<ul style="list-style-type: none">● <i>Communicate PIA organizational information (e.g., finances, Board decisions and activities) to the membership.</i>● <i>Identify and develop new leaders within PIA.</i>● <i>Conduct an annual Presidential review of the organization's bylaws.</i>● <i>Publish the PIA organizational structures and responsibilities to the membership and community.</i>● <i>Create a comprehensive transition process for new Board members.</i>● <i>Create and maintain a task reference manual for each</i>

	<i>Board position.</i>
<i>Increase participation from membership</i>	<ul style="list-style-type: none">● <i>Continue monthly programs and publicize them to increase attendance and reach new audiences.</i>● <i>Collect data on PIA events and from PIA members to improve the membership experience.</i>● <i>Adapt existing events to better suit PIA member interests.</i>● <i>Increase diversity of PIA membership.</i>● <i>Publicize and promote the mission of PIAS.</i>