

THE PIONEERS OF CONSERVATION... OUR LEGACY FOR GENERATIONS STEWARDSHIP. LEADERSHIP. EDUCATION.

STRATEGIC PLAN 2020 - 2025

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“America is not anything, if it consists of each of us. It is something only if it consists of all of us; and it can consist of all of us when our spirits are banded together in a common enterprise.”

- Woodrow Wilson

THE CLUB EMBARKS ON A NEW STRATEGIC PLAN

The early leaders of the Boone and Crockett Club saw a crisis in humanity’s impact on wildlife and their habitat. They developed a strategy that not only reversed the problems of their times, but formed the foundation and framework for conservation in America. You know this as our National Parks, our National Wildlife Refuges, our National Forests, and the North American Model of Wildlife Conservation. These achievements gave America’s oldest conservation organization its credibility as an effective and influential organization. As such, it is the architect of conservation in North America.

It is the mission of the Boone and Crockett Club to promote the conservation and management of wildlife and its habitat in North America and to maintain the highest ethical standards of Fair Chase and sportsmanship in all aspects of big game hunting.

Over 130 years later, and while our mission has changed very little, the challenges to hunting and conservation still

exist. They continue to revolve around an expanding human population and managing land and wildlife.

If the Club is to continue as an effective and influential organization, we must continue to not only evaluate, adjust and fine-tune our program of work, but adapt it to the political, economic, social, technological, and environmental changes facing North America.

As such, last year, the Club’s Strategic Planning Committee developed a new Strategic Plan to chart our course for the next five years by addressing these challenges and changes. The plan was approved by the Club’s board of directors in December 2019. We have developed this plan by surveying the regular and professional members of the Club, sponsors, current and potential donors, other conservation organizations and government agencies. We also conducted a needs analysis of hunting and conservation, and held a two-day strategic planning session. The feedback from this intensive work was used to craft this plan.





This Strategic Plan proposes that the Club simplify its mission and visions and set four major strategic goals, which are:

- Improve the system of conservation throughout North America;
- Create an atmosphere where conservation and hunting can thrive;
- Maintain and strengthen the Club’s world-class record system; and
- Increase organizational effectiveness and efficiency.

Each of the strategic goals has a series of objectives, strategies, and performance measures to help guide the Club. Each of the Club’s committees and staff will implement this plan that will clarify these objectives, set specific tasks and deadlines, and chart progress in reaching goals and milestones.

This is an aggressive and bold plan. As the leader of the hunting and conservation community, the challenges the Club faces today are not near the challenges of what Roosevelt faced in the later part of the 1800s. If I were proposing to you today that we establish framework for conservation (i.e., the North American Model), set aside 36 million acres of national forestlands, expand Yellowstone and create a system of national parks and wildlife refuges, I am confident you would have thought I had too many brain cells killed from drinking too much Mississippi moonshine. While I don’t know if the Club had a strategic plan back then, they did what was needed, and I am glad they did. It is our job to be the steward of this wonderful conservation system that those who came before us developed and nurtured. After all, it is the greatest system of conservation the world has ever seen. Below is an outline of the plan.

OBJECTIVES OF THE STRATEGIC PLAN

STRATEGIC GOAL #1: CONSERVATION AND POLICY

Improve the system of conservation throughout North America

- Objective 1.1** Advance the understanding and acceptance of the North American Model of Wildlife Conservation.
- Objective 1.2** Modernize environmental policies.
- Objective 1.3** Advance public lands conservation and management.
- Objective 1.4** Advance private lands conservation and management.
- Objective 1.5** Increase hunter access.
- Objective 1.6** Improve wildlife health.
- Objective 1.7** Improve leadership skills of wildlife professionals.
- Objective 1.8** Facilitate a coordinated network of university programs
- Objective 1.9** Facilitate improved law enforcement and conviction rates associated with wildlife violations.

B&C Professor of Wildlife Conservation at the University of Montana, Josh Millspaugh with students at the Theodore Roosevelt Memorial Ranch.



STRATEGIC GOAL #2: COMMUNICATIONS

Create a communications climate where conservation and hunting can thrive

Objective 2.1 Maintain and improve the communications program.

Objective 2.2 Further develop the Club's identity as a conservation organization.

Objective 2.3 Further develop the Club's brand in hunter ethics and big game records.

STRATEGIC GOAL #3: BIG GAME RECORDS AND HUNTER ETHICS

Maintain and strengthen the Club's world-class records system

Objective 3.1 Reinforce big game recordkeeping as a gauge for successful conservation and a tool for science.

Objective 3.2 Increase awareness of Big Game Records.

Objective 3.3 Advance the concept of hunter ethics and Fair Chase hunting.

Objective 3.4 Maintain intellectual properties and reduce liabilities.

STRATEGIC GOAL #4: ADMINISTRATION, DEVELOPMENT AND MEMBERSHIP

Increase organizational effectiveness and efficiency

Objective 4.1 Employ, develop, and retain a highly-skilled workforce.

Objective 4.2 Teamwork.

Objective 4.3 Broaden the demographics of membership.

Objective 4.4 Maintain and increase fundraising.

Objective 4.5 Improve financial allocation to better correspond with the strategic plan.

Objective 4.6 Increase the number of non-voting Associates and Lifetime Associates.

Objective 4.7 Increase member involvement and service to the Club.

Hunting and conservation are at a "crossroads" in North America. The challenges to them are great, but the historic achievements and the financial, political, communication, and scientific assets of the Club's members place the Club in a unique position, unlike any other conservation organization, to successfully address them.

The Boone and Crockett Club is constantly reminding hunter-conservationists how far we have come while challenging ourselves to not only protect our investment in hunting and conservation but advance it for future generations. ■



The National Collection of Heads and Horns at America's Wonders of Wildlife National Museum and Aquarium in Springfield, Missouri.

The plan in its entirety can be found at www.Boone-Crockett.org.