

EAST CASCADES BIRD ALLIANCE

STRATEGIC PLAN 2025-2027

I. PURPOSE

To provide guidance for ECBA through 2025, 2026, 2027

II. MISSION

The Mission of the East Cascades Bird Alliance (ECBA) is to foster knowledge and appreciation of birds and advocate for them and their habitats by all people through education, projects, outings, and field studies that will inspire actions to protect wild birds and the places they need to thrive. (Elise)

III. VALUES

- 1) We are committed to ensuring that our passion for observing and studying birds never interferes with their ability to thrive.
- 2) We embrace a spirit of volunteerism, partnership, and inclusion to advance our goals.
- 3) We support dynamic conservation strategies and are committed to addressing the issues impacting birds in a changing world.

IV. GOALS

A – CONSERVATION AND SCIENCE

GOAL: [Engage projects that advocate for birds, their habitats, and health]. [Support ECBA], local, and regional avian conservation projects, including scientific research and habitat restoration, using ECBA funds, member and volunteer support, and community connections.

Strategies

- Continue to engage federal, state, private, and public organizations in restoring strategic habitat for Greater Sage-grouse.
- Identify the next project for which ECBA can provide financial support and which will offer volunteer activities for ECBA members.
- Promote the Laughrige Grant Program to support [advocacy] and educational projects, including those with significant public outreach or service components.
- TBD

B – EDUCATION & OUTREACH

GOAL: Provide high-quality program opportunities based on member feedback while expanding programming to connect youth and underrepresented communities to birding.

Strategies

- Conduct outreach to schools to assist in developing and funding birding programs.
 - E.g., Sponsor youth birding clubs; provide National Audubon Society teacher resources such as Audubon Adventures.
- Participate in community special events targeted at families.
- Partner with other organizations to engage new audiences and communities in birding.
 - E.g., Children's Forest of Central Oregon, etc.
- Develop youth educational resources for the website.
- Develop programs that focus on small-group instruction.
- Install and host at least one new bird cam.
 - E.g., nest/nest box cam, pollinator garden cam, etc.
- Identify and develop at least one internal ECBA education program in support of pollinators.
 - E.g., Develop a guide to creating pollinator gardens in the High Desert; install a pollinator garden.

C – COMMUNICATIONS

GOAL: Increase participation and membership in ECBA through intentional marketing and public engagement opportunities that enhance ECBA visibility in Central Oregon.

Strategies

- Maintain ECBA website with dynamic capabilities to promote activities and events and provides educational resources.
- Increase proactive external communication with the public and media that will highlight ECBA strategic initiatives, projects, resources, and events.
 - E.g., Circulate press releases and pitch story ideas to regional media; develop collateral and outdoor advertising; submit events to public calendars; etc.
- Develop new programs and events that will help spotlight ECBA' mission.

- E.g., Bird photography classes.
- Establish ECBA presence at popular birding areas through signage.
 - E.g., QR codes with links to resources; maps; birding lists; ethical birding reminders; etc.

D – ORGANIZATIONAL MANAGEMENT

GOAL: Implement best practices in management and administration to strengthen and document ECBA's internal operations and ensure the long-term viability of the organization.

Strategies

- Develop a Board Member Recruitment Plan and Leadership Succession Plan to address decreased participation in ECBA governance and ensure the continuation of projects in the long term.
- Develop a Board Member onboarding and training plan.
 - E.g., Orientation; mentorship; etc.
- Strengthen ECBA Committees and Projects by creating definitions (e.g., roles/responsibilities) for Committees, developing a Board-Committee communication plan, and developing an annual reporting process.
- Create position descriptions for Board Members and Officers, Committee Chairs, and Project/Program Leaders.
- Create a Diversity, Equity, and Inclusion Working Group to evaluate ECBA's current practices and policies and recommend moving ECBA toward a more diverse, inclusive, and equity-centered organization.