

Wisconsin Conservation Hall of Fame (WCHF) Foundation, Inc.

Strategic Plan 2021-2023

Adopted by the WCHF Board of Directors on June 17, 2021

Since 1982, the WCHF Foundation has celebrated conservation champions who have shaped Wisconsin's proud conservation story. This was accomplished by volunteers from a network of conservation organizations in Wisconsin who stepped up because they wanted to honor our state's deserving conservation heroes, but also because they knew those recognitions could inspire others to become Wisconsin conservationists, too.

This resulted in 103 Inductees into the Wisconsin Conservation Hall of Fame and 35 conservation organizations that are members of the Board of Directors which vote annually on the inductions from finalists forwarded by an independent Board of Governors which reviews qualified nominations each year. This strategic plan charts a course to build on our proud legacy while it prepares us to honor future Wisconsin conservation heroes to be inducted into the Wisconsin Conservation Hall of Fame....

"Because we have a choice about the kind of world we leave to future generations." ¹

I. Advance Wisconsin's Conservation Legacy

As we look to the future, the WCHF will advance Wisconsin's proud conservation legacy as we:

- Engage Inductees in continuing to share their wisdom and expertise while advancing the mission of the WCHF.
- Ensure sustainability of this mission through lasting partnerships and strong funding support.
- Ensure the WCHF fully reflects the diversity of Wisconsin's conservation heritage.



Mission Statement

Celebrate and advance Wisconsin's conservation legacy as we share the stories and achievements of our Wisconsin Conservation Hall of Fame Inductees.

Vision Statement

In coordination with our partners, we envision inspiring a strong conservation ethic among all Wisconsinites to help guide their actions today and tomorrow just as conservation ethics guided the actions of our Inductees into the Wisconsin Conservation Hall of Fame throughout their respective lifetimes.

II. Strengthen and Sustain WCHF Capacities

The WCHF is committed to ensuring the integrity and sustainability of its mission. As interest in membership on the Board of Directors continues to grow, it calls for a transformation of the Foundation to enhance organizational efficiency and effectiveness:

- Restructure our organization to create a smaller Administrative Board of Directors to handle the oversight and operations while maintaining a wide membership network of conservation organizations to be involved annually in selecting Inductees from the list of finalists forwarded by the independent Board of Governors.
- Create a permanent Executive Director position for the WCHF to oversee operations, coordinate grant projects, and organize Induction Ceremonies.
- Strengthen and transform opportunities for volunteers to be engaged with the mission.

III. “Think Like a Mountain”²

The WCHF is dedicated to expanding horizons to share Wisconsin’s conservation legacy through the stories and achievements of our Inductees. We acknowledge the changing world of technology and the opportunities it offers in helping us reach even wider audiences in our state, nation, and world. We also recognize the importance of making down-to-earth, personal connections. These are reasons why we will:

- Transform our website to enhance opportunities to share the inspiring conservation stories of our Inductees.
- Create a virtual WCHF museum and gallery of Inductees.
- Develop a self-guided tour featuring statewide points of interest where citizens may visit to learn about the legacies of WCHF Inductees as they reference materials on our new website.
- Create a WCHF traveling exhibit/program to foster awareness and conservation ethics in others as we take our mission and the stories of our state’s conservation champions to people and places statewide.



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¹Stoddard, Charles H. (Wisconsin Conservation Hall of Fame Inductee 2009).

²Leopold, Aldo. 1949. *A Sand County Almanac*. New York: Oxford University Press. (Wisconsin Conservation Hall of Fame Inductee 1985).