

Goal 4: Assess and align conservation goals and actions that reflect our cooperative members' common and shared vision

FOCUS: An internal operational goal that reflects the commitments of the Steering Committee and focuses the efforts of the Steering Committee, Staff, and Members on organizing, coordinating, and implementing this Work Plan.

GENERAL PRINCIPLE: By acting as facilitator/coordinator, the Cooperative will help partners align approaches and address landscape level challenges that achieve greater conservation efficiency and effectiveness at a local level. We will always seek to foster a two-way, cooperative relationship with our partners and focus interactions on mutual benefits.

Additionally, AppLCC identifies its role as a strategic information node that provides landscape-level INSIGHT to our members and others within Appalachia.

Key: #s below Objective Number in 1st column = Workshop SC Rank Score 1 (low) -5 (high) / Years to complete (estimate made by SC during Workshop)

Objective	Action/Task	Action to be taken by:	Underway/ Initiated	Short (~18 mo)	Medium (yr 2-3)	Long (yr 4-5)
4.1 {2.4/ 3.4}						
Ensure LCC planning products are coordinated in consideration of Member goals						
4.1.1	Prepare and update the information that reflects the conservation recommendations derived from Goals 1 & 2 for prioritization by Steering Committee approval. (ongoing)	Steering Committee with Staff support				
4.1.2	Provide a strategic assessment that both identifies gaps in existing SC Member goals and actions, and offers the greatest potential return on AppLCC investment. (ongoing)	Steering Committee with Staff support				
4.2 {1.5/ 3.8}						
Manage Cooperative Membership						
4.2.1	Identify strategic linkages and opportunities for Steering Committee representation or engagement.	Steering Committee with Staff support, contractor				
4.2.2	Define an engagement strategy for each	Steering				

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	identified opportunity that includes recruitment, expectations, and a formal agreement of cooperation for use with identified entities.	Committee with Staff support, contractor				
4.2.3	Determine most effective means and most appropriate individuals for implementing the strategy.	Steering Committee				
4.3 {3.8/ 2.6}						
	Be THE FORUM which integrates science and management to achieve landscape-level planning and coordinated conservation delivery					
4.3.1	Facilitate development of landscape-level planning guidelines.	Steering Committee with Staff support				
4.3.2	Integrate and coordinate with other landscape planning entities or initiatives.	Work Group (see 2.8.3) with Staff support				
4.3.3	Develop and implement a targeted communications campaign that conveys brand awareness of AppLCC as the focal point for Appalachian landscape conservation.	Steering Committee with Staff support				
4.4 {2.2/ 3.5}						
	Assist, support and utilize State Wildlife Action Plans (SWAPs) and other planning documents to assist with landscape-level integration					
4.4.1	Appoint a Work Group, drawn from the SC Members, to identify relevant information and opportunities to integrate information from the State Wildlife Action Plans (SWAPs) and other planning document into landscape-level plans, models, and efforts to set conservation targets. [The work of the Work Group may be informed by the guidance provided in "SWAP Best Practices" produced by AFWA.] (ongoing)	Steering Committee (Work Group) with Staff support				
4.5 {2.5/ 3.7}						
	Proactively identify threats and develop policies/strategies to get ahead of them					
4.5.1	Carryout ongoing review and refinement of conservation targets and objectives. (ongoing)	Steering Committee with Staff support				

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4.5.2	Establish and conduct ongoing threats assessment briefings/communications for Steering Committee Members and key partners to develop proactive AppLCC organizational policies and strategies. (ongoing)	Staff, Work Groups (=COP)				
4.6 3.85/ 3.7 Align existing Member conservation investments to maximize AppLCC impact						
4.6.1	Assess ways to more fully align conservation efforts via shared human and other resource capacities contributing toward identified AppLCC priorities and make recommendations to the full Steering Committee. (ongoing)	Work Group with Staff support				
4.6.2	Review recommendations (4.6.1) and take appropriate actions. (ongoing)	Steering Committee				
4.7 {3.3/ 1.5} Design the mechanism to improve LCC specific inreach communication to member agencies and organizations						
4.7.1	Design specific communication strategy, processes, and tools for improving internal communication within Member organizations.	Steering Committee (Work Group), contractor				
4.7.2	Identify and integrate an ongoing process to help integrate the Steering Committee insights and reflection on organizational commitments to refine the "Who/What/Why" of AppLCC and effectively communicating what we are about.	Steering Committee, contractor				
4.7.3	Develop concise messaging on Steering Committee identified topics for Member's use with their legislators and key constituents.	Steering Committee, contractor				
4.7.4	Design meetings, events, and virtual opportunities that ensure ongoing opportunities for Steering Committee Member sharing and dialogue. (ongoing)	Steering Committee with Staff support				
4.8 {3.2/ 3.5} Sustain and enhance AppLCC and Member organization conservation funding						
4.8.1	Establish an annual review of AppLCC SC Member- and related Partner-funding support for Steering Committee consideration. (ongoing)	Steering Committee with Staff support				

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4.8.2	Establish a Finance Committee to monitor, review and make recommendations to the Steering Committee and Members regarding funding for ApplCC and ApplCC Member initiatives.	Steering Committee with Staff support				
4.8.3	Establish a fiscal mechanism to allow ApplCC (as a partnership organization) to apply for, and to manage, grants and support from outside Federal sources	Staff supports Steering Committee				
4.9 {Aligns w/ 3.2}	Establish ongoing process for dialogue, engagement, and alignment with regional planning entities					
4.9.1	Through active engagement and participation in National fora, to monitor and align the work and decisions of the ApplCC with National strategy being created for connecting to regional land and water planning entities. (ongoing)	Steering Committee				
4.9.2	Identify and, through the work and decisions of the SC, actively seek opportunities to align and engage regional water, energy and land use planning entities. (ongoing)	Steering Committee				
4.10 {Aligns w/ 3.1}	SC Members provide leadership and guidance to the broader Cooperative and Members to proactively engage communities of practice					
4.10.1	Establish an SC Work Group to identify and encourage organizational representation and engagement of subject-matter experts (communities of practice) to participate in and assume membership-specific actions/tasks. (ongoing)	Steering Committee (with Staff support)				
4.10.2	Provide ongoing support for, and guidance in coordinating efforts to consider key science and issues and initiatives assigned to communities of practice. (ongoing)	Steering Committee (with Staff support)				