

PENN'S WOODS WEST CHAPTER
TROUT UNLIMITED
POLICY AND PROCEDURE MANUAL

POLICY #: 21-02

INDEX TITLE: STRATEGIC PLAN

SUBJECT: STRATEGIC PLAN AND IMPLEMENTATION

INTRODUCTION: A Strategic Plan helps guide decisions about activity and resource allocation for an organization. It should take into account the present but also look to the future. PWWTU operates as a non-profit under the 501-c-3 umbrella of Trout Unlimited, a nationwide organization with headquarters in Arlington, VA. The chapter's activities thus need to be charitable, educational and/or scientific in their focus. Trout Unlimited encourages the inclusion of diverse populations of people in Chapter programs and grant awards.

BELIEFS THAT UNDERLIE THE PLAN:

- We believe that having an appreciation for nature and the outdoors is essential to assure a person's well-being.
- We believe PWWTU has a mission to raise public awareness of societal issues impacting conservation of outdoor resources through advocacy, strong educational programs and conservation activities, all based on the best scientific evidence available.
- We believe that angling offers a unique opportunity for people to engage with nature, both as a consumer and as a protector. Fishing is a gateway to understand local watersheds and can provide first-hand knowledge of the problems that degrade streams and rivers.

PLAN FOR PUTTING OUR BELIEFS INTO ACTION:

- **Education:** We have a number of members interested and capable of teaching others, and we will continue to provide and/or support programs that use their skills and enthusiasm.
 - Continue to provide outside speakers to address angling and/or conservation issues at Chapter Meetings.

- Support “Introduction to Fly Fishing” each year, a free, day-long session that is open to the public.
- Support and expand our Trout in the Classroom program.
- Provide or support programs to help Veterans and disabled anglers get on the water.
- Support Fly Tying programs for adults and youth.
- **Growth and diversity:** Our current membership lacks diversity of gender, race, nationality, socio-economic status, physical ability and the like. To grow the chapter and reach a more diverse demographic that more clearly reflects our urban setting, we need to find opportunities to expand our reach. Growth is essential to our success. We need to engage currently inactive members and seek out a diverse population of new members.
 - Support our Women’s Group which is notable for the number of women involved and the range of activities.
 - Expand outreach: teach all interested people about the magic of wild native fish.
 - Work to expand our Chapter’s visibility in the community.
 - Adopt the Trout Unlimited approach: big tent for all interested; offer of membership comes later.
 - Enhance the Chapter’s communication with members through email and the PWWTU.org website.
- **Youth outreach:** Our chapter has provided funding for youth activities and ancillary organizations whose objectives align with those of Trout Unlimited. These should be continued and expanded. Support of youth fishing and conservation opportunities:
 - Support and expand Stream Girls initiative.
 - Continue to send youths to Rivers Conservation Camp.
 - Support fly tying classes for youth.
 - Continue support of Chatham University’s “Tom Walsh Memorial Scholarship in Environmental Studies”.
- **Conservation and stewardship of aquatic resources:** We should encourage respect for the waters around us so that we and our children can enjoy the magic of wild native fish.
 - Our Chapter is weak in conservation because there are no local cold-water streams in Allegheny County and it is difficult to get projects organized,

- Chapter currently needs one or two well-defined local conservation projects to focus on that can be well-organized, managed, and successful to spotlight our chapter and TU as a whole.
- Consider working with other TU chapters for cold-water conservation opportunities.
- Consider starting a stream monitoring program in conjunction with local Universities.
- Partner with Chatham University's environmental science programs.
- Develop stronger ties to the community of people and organizations focused on our local watersheds
- **Advocacy:** An important aspect of conservation is to advocate for improved water resources and environmental protection:
 - We will establish and charge an Advocacy committee.
 - We will work to establish links to people in PATU and National TU's advocacy programs.
 - We will encourage members to attempt to influence rule-makers at the State and National level by personal interaction and group action

SIGNED:



TITLE: President, PWWTU

APPROVALS: May 25, 2021 Unanimous Board approval