

Annual Plan – July 2011

Conservation goal:

ASFC will preserve and improve habitat in Forsyth County through the following actions:

- A. See Conservation Committee plan of Jan 2011 for plans at Bethania, Bethabara and Tanglewood Parks.
- B. Conservation committee will work with the Education Committee on Education goal A.
- C. Investigate feasibility of undertaking a Lights Out initiative in Winston-Salem

Lead: Kim

Target date: TBD

Education goal:

ASFC will teach its members, participants, the children of our area and the public at large about the wonders of nature and importance of environmentally sustainable human affairs by:

- A. Adopting a state or national issue environmental issue, possibly via the Audubon at Home program, with the goal of motivating local citizens to take action.

Lead:

Target date for identification of the issue:

Target date for plan of action:

- B. Building a young naturalists' outings group patterned on the activities Gene Schepker has begun.

Lead:

Target date for plan outline:

Target date of first event:

- C. Developing an educational program with Reynolda Gardens staff. The program to be expanded to other Winston-Salem/Forsyth County parks as opportunities and resources permit.

Lead:

Target date for first meeting with Camilla:

Target date for program outline:

Target date for first program event:

The following activities garnered fewer votes, but they may be undertaken if resources – mainly leadership - permit:

-Urban Oasis program

-add conservation/education component to Second Saturday bird walks

-improve Great Backyard Bird Count

Communication

ASFC will inform its members about activities and will encourage environmental advocacy by:

- A. Working with consultant to redesign the website to incorporate the new logo and other style changes.

- B. Considering creating an alternate email distribution list for members who don't want to join Forsythbirds. Results of the phone campaign will be important in making this decision.

4. Membership

ASFC will increase its impact by:

- A. Designing a new recruitment brochure

Lead: Carol

Target date: direction to designer, i.e. revised text and photos by August 15

- B. Distributing brochures beyond birding stores to parks and possibly relocation packages

Lead:

Target date: within X weeks of new brochure printing

- C. Polling inactive members about how we might serve them better. We will do this by conducting a phone campaign to contact NAS members who joined since July 2009

Lead: Carol

Target date: August 28, 2011