



# Missouri Conservation: Design for the Future

## FY19 -23 Strategic Plan

**Mission:** To protect and manage the fish, forest, and wildlife resources of the state; to facilitate and provide opportunity for all citizens to use, enjoy, and learn about these resources.

**Vision:** A future with healthy fish, forests, and wildlife where all people appreciate nature.

### Values:

**Excellent public service is essential**—we work to deliver more than is expected.

**All citizens are important**—we respect their opinions and value their trust.

**Missourians are partners to achieve conservation success**—we communicate openly and look for ways to make it easier to partner.

**Fairness, objectivity, sound science, integrity, accountability, and transparency guide our actions.**

**Employees are the Department's most important asset**—we all work to advance conservation by being results driven, working as a team, serving as ambassadors for conservation, and living out the conservation ethic through our actions.

### 21<sup>st</sup> Century Conservation Model for Success

The Missouri Department of Conservation is proud to be considered one of the finest fish, forest and wildlife agencies in the country. We have built that reputation on a foundation of strong support from Missourians, who continue to show overwhelmingly that our natural resources and the economic vitality they bring to our state are cherished and deserving of protection. For more than 80 years, the Department of Conservation, led by the dedication of the Missouri Conservation Commission and enabled by our talented staff, have ensured Missouri's fish, forests and wildlife provide world class outdoor recreational opportunities for Missourians and visitors alike.

The Missouri Department of Conservation is building on our past successes as we plan for the next 80 years. Our updated strategic plan outlines a **21<sup>st</sup> Century Conservation Model for Success** to ensure the Department remains a **World-Class Leader in Conservation**.

Today, our challenges are increasingly complex. We are at the start of a century that will see the world's population grow to an unprecedented 9-10 billion inhabitants. The need to feed, shelter and provide water for the world's population will impact every corner of the globe. Humankind's influence on nature will be felt like never before but the Missouri Department of Conservation is optimistic because of the vital role our natural resources will continue to play and the value placed on those resources by Missourians.



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Our challenge is to maintain our high level of citizen participation and conservation successes for fish, forests and wildlife as we overcome competing priorities that may be the result of financial, technological, political or social realities of a changing world. Our answer to those challenges is built on a foundation of **Operational Excellence** in everything we do. It is enabled by our commitment to recruit, develop and support a **World-Class Staff**, ensuring we prioritize the most important work in the most important places through **Strategic Natural Resource Conservation**, and ultimately deliver **Superior Customer Service** to all Missourians.

The focus on Operational Excellence includes improving the **Business of Conservation**:

- Managing to our strategic plan;
- Budgeting our resources for the highest conservation priorities;
- Achieving measurable results through continuous process improvement;
- Ensuring the most efficient and effective organizational structure; and
- Measuring progress towards priority outcomes



Also driving our strategic approach to conservation is the realization that, as challenges evolve, so must our approaches to conservation and our methods for engaging the next generation of Missourians. In the near future, for the first time ever, the majority of the world's population will reside in urban centers. Every aspect of our daily lives can be instantly connected to others anywhere in the world and never has information been so readily accessible. The challenge we embrace is ensuring the importance of our natural resources, our work in conservation, and our mission remain understood, valued and relevant for the next 80 years and beyond.

Our ultimate success will continue to be measured by the health of our fish, forests, and wildlife resources and the opportunities to enjoy nature we provide to the citizens and visitors of Missouri. A hallmark of the Missouri Department of Conservation is taking seriously the need to listen to Missourians' cherished natural resource values, and providing the services they expect. That commitment to customer service is reflected in our values.

Efficiency and effectiveness are more than buzzwords as we work to achieve our mission. Outlined here is an effort to strategically prioritize the most pressing conservation work for the state of Missouri. The Department's strategic framework ensures limited financial resources are invested in the most important conservation opportunities and prioritizes the maintenance of existing infrastructure for the enjoyment of current and future generations.

With your continued support, the Missouri Department of Conservation, with our Conservation Commission and all of our partners, will strive to ensure we realize our vision. That is our commitment to you.

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GOALS	OUTCOMES	STRATEGIES
MDC TAKES CARE OF NATURE	Missouri has healthy land, water and forests	Implement our Comprehensive Conservation Strategy (CCS) to prioritize and tier our approach to water and land management in Missouri
		Maintain and improve the ecological functions of Missouri’s watersheds and wetland systems
		Prevent, where possible, and control the impacts of priority invasive species and diseases
	Missouri has sustainable fish and wildlife	Manage, through sound science, harvestable fish and wildlife species at biologically and socially acceptable levels
		Recover and maintain species of conservation concern (SOCC) to sustainable levels
		Increase voluntary compliance with the Wildlife Code of Missouri through a community policing approach to resource law enforcement
MDC CONNECTS PEOPLE WITH NATURE	Missourians have places to go to enjoy nature	Use our Land Conservation Strategy (LCS) to focus future acquisitions, disposals, and resource protection
		Implement a Community Conservation strategy
		Expand opportunities for outdoor recreation activities on MDC and partner lands and facilities
	Missourians value nature	Develop a statewide relevancy campaign to showcase the importance of nature in our economic vitality and quality of life, and increase support for conservation
		Deliver efficient and effective nature-based educational programs to diverse audiences
		Cultivate partnerships with organizations that build MDC’s capacity to deliver conservation
MDC MAINTAINS PUBLIC TRUST	Missourians are confident their investments are used wisely	Anticipate the needs of customers and deliver high-quality products and services
		Promote a culture of continuous improvement
	Missouri is a recognized leader in conservation	Recruit, develop and retain a diverse and skilled workforce
		Support a positive work environment where all people are valued and respected