

EXECUTIVE SUMMARY 2021-2025 STRATEGIC PLAN

SCBNA's Vision: The Society for Conservation Biology North America (SCBNA) envisions a world where people value the diversity of life on Earth, and through our diverse perspectives and approaches collaboratively work toward conservation among these plural understandings. We conceive of SCBNA as a diverse community of conservation professionals, practitioners, and stakeholders, and a leading scientific voice for the study and conservation of Earth's biological diversity.

SCBNA's Mission: The mission of the Society for Conservation Biology North America is to build an equitable and diverse community to advance the science and practice of conserving the Earth's biological diversity and peoples' places within it.

The elements of the SCBNA strategic plan can be grouped around the organization's four strategic foci:

1. Advocate support for, and facilitate the creation and dissemination of, conservation science

Goals: Identify and support the scientific research needed to understand and conserve biological diversity. Appraise scientific outputs and disseminate the highest quality science through our biennial conference, as well as through support of professional networking activities and educational opportunities.

Objectives:

- Organize the biennial North American Congress for Conservation Biology (NACCB) so that it serves as a unique venue for the communication of scientific research, policy, management, and conservation pedagogy to diverse audiences.
- Focus on measures that increase participation and engagement of both educators and underrepresented groups in all meetings.
- Develop programming aimed at professional networking, training, and educational activities outside of our biennial meetings
- Develop strong communication channels that provide effective internal and external dissemination of the programs and activities of the organization and conservation-related scientific outputs.

2. Increase application of science to management and policy

Goals: Directly inform management and policy at local, regional, and national levels with the highest quality science, evaluate the effectiveness of management and policy and provide training and professional development opportunities to increase participation in science-based conservation practice.



Objectives:

- Effectively influence North America conservation policy outcomes in partnership with SCB global policy committee, working groups, sections, and chapters.
- Serve as a key source of resources, support, and recognition for conservation educators, scientists, and practitioners.
- Ensure that meetings and programming have content targeting educators, students, and North America chapters.
- Develop programs to make NACCB more accessible to educators and students from previously underrepresented institutions.
- Provide training and professional development opportunities for conservation practitioners, especially to incorporate best available science and evaluate outcomes.

3. Serve the interests of members

Goals: Identify, prioritize, and serve the needs and interests of current and potential North America-based SCB members with an explicit focus on retaining and expanding membership, and prioritizing the needs of underrepresented groups.

Objectives:

- Engage existing and potential section members via multiple digital communications avenues, as well as workshops, seminars, and NACCB events focused on outreach to the broader conservation science community, students, policymakers, and the public.
- Work to increase outreach to underrepresented groups in conservation and engage groups that are currently undervalued in conservation efforts in order to increase equity within the field of conservation, enhance biodiversity conservation around the world, and increase membership diversity and participation in SCBNA programs.
- Improve section membership recruitment and retention by increasing membership value through NACCB and other programming and member opportunities.
- Recruit and support chapters through events at NACCB, virtual communication, funding opportunities and highlighting and supporting chapter activities.
- Provide increased professional development training, networking and mentorship opportunities for members, with particular focus on programs that prioritize participation of underrepresented groups in conservation.

4. Build and maintain organizational capacity

Goals: Assess and expand the organizational capacity necessary to implement and sustain the programmatic goals and objectives that advance our vision and mission.

Objectives:

- Cultivate diversified funding sources sufficient to make the organization fiscally sustainable.
- Hire and retain sufficient section staff to advance the mission of the section, serve members, and ensure adequate and continuous institutional capacity.
- Ensure high levels of SCBNA Board engagement in advancing the goals of the section.