

**The Trumpeter Swan Society
Strategic Plan
2015-2018**



Approved July 16, 2015

MISSION

The mission of The Trumpeter Swan Society is to assure the vitality and welfare of wild Trumpeter Swan populations in North America.

VALUES

TTSS believes that the restoration, conservation and security of Trumpeter Swans in North America are very important for the intrinsic value of the species, for its role in natural systems, and for the inspiration and beauty that the swans bring to human existence. TTSS also values Trumpeter Swans as a symbol of hope for the restoration of imperiled species and as a high-profile ambassador for the conservation of North American wetlands.

TTSS strives to serve as an effective advocate for Trumpeter Swans by sharing its collective expertise and comprehensive knowledge of the species' biology, history, and management, providing an inclusive forum for identification, discussion and resolution of swan issues in North America, and through using and promoting sound science and collaboration. The Society shall strive to increase public knowledge, appreciation, and participation in the conservation of this magnificent bird. Whenever possible, TTSS will work in partnership with others to advance its goals.

BACKGROUND

TTSS was founded in 1968. Its prime goal was to be a leader in the sharing of scientific knowledge about the Trumpeter Swan to swan managers and researchers and to encourage and work with agencies and partners in the restoration and management of the Trumpeter Swan across North America.

The restoration efforts of Trumpeter Swans in areas of its some of former historic range have been remarkably successful and are a source of celebration as to the effectiveness of TTSS's role in bringing together the best science research to assist in restoration efforts across North America. The 2010 North American Trumpeter Swan Survey indicates the species has achieved 1/3 of its historic numbers. In 2010, the estimated North American Swan population was 46,225. Its European pre-settlement numbers are estimated at 150,000.

North American Trumpeter Swan populations are at varying levels of restoration with different management and restoration needs. Critical threats across the continent to the health and vitality of wild Trumpeter Swans continue to include lead poisoning, collisions with power lines, and insufficient winter habitat and food sources in the various populations. Human disturbance during nesting continues to be a threat to restoring Trumpeters, especially in the Greater Yellowstone population.

The TTSS 2015-2018 Strategic Plan recognizes the success of restoration that has already occurred and the restoration's impact on the management needs in the different Flyway populations. The TTSS 2015-2018 Strategic Plan builds on the success that has already occurred in Trumpeter Swan Restoration. Our goal is now to broaden and strengthen the support for Trumpeter Swan conservation which benefits a myriad of other plant and animal species which create and sustain healthy wetlands and waterways.

Goals of the 2015-2018 TTSS Strategic Plan:

Goal 1: TTSS will build a movement of people who advocate on behalf of Trumpeter Swans. This will be in the context of science-based swan information.

Goal 2: TTSS will inform and assist decision-makers by advancing science-based information that supports trumpeter swan management/restoration/research.

Goal 3: TTSS will invest in our organization's infrastructure to sustain our successes.

Goal 1: We will build a movement of people who advocate on behalf of Trumpeter Swans.

Note- this will be in the context of science based swan information.

- **Benchmarks # 1:** TTSS will have a multi-pronged public relations and communications plan including print, Enewsletter, social media, events, and a redesigned website appealing to general public/members, with science-based information and donor messaging.
- **Benchmark # 2:** TTSS will have an active and engaged Citizen Science/Trumpeter Watch reporting program tracking winter migrations.
- **Benchmark # 3:** Host at least one event in each Flyway region by the end of the strategic plan period.
- **Benchmark # 4:** Ask members/followers to participate in at least one campaign theme to address major issues; supporting Goal 2 issues (e.g., soft advocacy issue such as encouraging them to switch to non-lead; commenting on new threats to swan such as new powerlines, mining, timber harvest disturbance, etc.) with oversight and approval by board as to messaging etc., and/ or participation in regional program working group or activity.

Goal 2: TTSS will inform and assist decision-makers by advancing science-based information that supports trumpeter swan management/research/restoration.

- **Benchmark # 1:** TTSS will provide technical expertise of at least one Board member and financial assistance up to \$5,000 to conduct the continent-wide, five-year Trumpeter Swan Population Survey in 2015 and participate in the planning process for the 2020 survey.
- **Benchmark # 2:** TTSS will identify at least two Board-approved information needs and/or potential research, management, or conservation projects for each recognized trumpeter swan population (i.e. PCP, RMP, and IP), or sub-units of each, to specifically address knowledge gaps or management and conservation needs for trumpeter swans during their annual cycle; begin discussions of objectives for future restoration, expansion, and management efforts.
- **Benchmark # 3:** TTSS will attend and/or participate in at least one Flyway Swan Subcommittee meeting per year per Flyway, send a representative to the annual meeting of the National Flyway Council, and increase participation in regional and local swan working groups to improve interaction and cooperation with management agencies, including USFWS and CWS, on topics of interest regarding trumpeter swans.

Goal 3: Invest in our organization's infrastructure to sustain our successes

- **Benchmark # 1:** Establish 3 standing committees including 1) Fundraising (includes membership/public relations; 2) Conservation (includes programs, stewardship, advocacy; and 3) Governance. Committees will meet regularly and make recommendations, through the committee chair, to the board of directors.
- **Benchmark # 2:** Have at least one financial audit and have an approved charity rating showing compliance with non-profits standards for Guidestar, Charities Review Council or similar entity.
- **Benchmark # 3:** Create and implement revenue stream that supports strategic plan.