

NORTHWEST ECOLOGICAL RESEARCH INSTITUTE STRATEGIC PLAN – 2016

MISSION STATEMENT

The purpose of the Northwest Ecological Research Institute (NERI) is to further knowledge of Pacific Northwest natural history through research, training, and dissemination of information.

GOALS, TASKS, AND RESPONSIBILITIES

Goal 1 - Actively carry out at least five projects each year. Project leaders will write annual reports and/or summaries on all active NERI projects.

Task 1 – Bluebird Study – Corkran. 1988 – 2001 study. 2002 – ongoing.

Replace old nest boxes and reduce size of some sites. Try to enter data, analyze bluebird productivity with grassland types, and compare productivity of the two bluebird species. Gaddis will advise.

Task 2 – Knappa Area Restoration and Research – DeLorenzo. 2000 – ongoing.

Ongoing restoration of native plants and habitat for fish and wildlife. Continue monitoring. Continue inventory of vertebrate, invertebrate, and plant species on the properties.

Task 3 – Amphibian Project – Guderyahn and Corkran. 1991 – ongoing.

Research, surveys, and training as requested. Annual projects include Vancouver Critter Count and training at Duniway Elementary School and Stream Stewards.

Task 4 – SW WA Amphibian Monitoring Project (SWAMP) – Ritson. 2013 – ongoing.

Annually conduct training sessions and organize volunteers to conduct amphibian egg mass surveys.

Task 5 – Land/Water Management Plan – Kee. 1991 – ongoing.

Provide management recommendations to landowners, as requested.

Task 6 – Tracking Forest Health – Hayes and Corkran. 2004 – ongoing.

Assist with a program monitoring wildlife including birds and amphibians, and help monitor vegetation plots at bird count points at Hyla Woods private forestlands in the Coast Range.

Task 7 – Wetland Wildlife Watch (WWW) – Corkran. 1987 – ongoing.

Monitor wildlife, including Oregon Spotted Frog, on the Mt. Hood National Forest and maintain nest boxes at Timothy Lake for Portland General Electric. Enter all data into databases for Mt. Hood NF and Cornell Ornithology Lab's eBird. Write annual summaries for PGE and Mt. Hood NF.

Task 8 – Pika Project – Corkran. 2015 – ongoing.

Participate in Cascades Pika Watch and monitor American Pika populations in the Columbia Gorge and the Cascade Mtns.

Task 9 – Book sales on the website – Guderyahn, Hatch, Corkran. 2016 – ongoing.

Set up a PayPal shopping cart on the website. Sell *In One Yard: Close to Nature* and *Birds in Nest Boxes*.

Task 10 – Re-publish *Amphibians of OR, WA and BC* – Corkran. 2016 – ongoing.

Terminate contract with Lone Pine Publishing, self-publish, & sell on the website.

(2016 Strategic Plan)

Goal 2 - Provide training in field techniques and/or project development to at least 100 people per year. Try to reach new people.

Task 1 – Amphibian identification and field techniques – Guderyahn, Ritson, Devlaeminck, Corkran

Task 2 – Bird identification and field techniques – Dickinson, Flick, Corkran

Task 3 – Small mammal (American Pika) identification and field techniques – Corkran

Task 4 – Native plant identification, restoration techniques, and land management – Guderyahn, Butler, Kee, DeLorenzo, Devlaeminck

Task 5 – Find opportunities for associates to work with students and adults, and to include them in field work and other parts of projects – All associates

Task 6 – Provide citizen science opportunities, and guide volunteers to other community science projects through the website – All associates

Goal 3 - Publicly present the results of each NERI project, and have speakers available on other northwest natural history topics.

Task 1 - Keep NERI archives up to date: lists of projects, resulting reports, and publications. Maintain paper copies at NERI office. Maintain downloadable PDF files of unpublished and non-sensitive reports, and titles and abstracts of other publications, on the website. Corkran, Guderyahn (project leaders hand in copies of annual reports on projects that are active and funded through NERI, and any publications concerning NERI projects).

Task 2 – Provide the up-to-date list of reports annually via the website and email, so that people may order copies at cost. Corkran

Task 3 – Maintain website, add metrics to keep track of usage, and establish appropriate related social media (i.e., Facebook). Add links to jobs and other opportunities (classes, seminars, etc.) that NERI is associated with. Guderyahn (all associates provide announcements of relevant conferences and workshops, new photographs, etc.)

Task 4 – Provide a brief annual summary via email and the website of each project, activities, number of people trained, and presentations made about NERI projects and related topics. Provide link to strategic plan on website. Corkran (project leaders provide a report on active projects funded through NERI, and a summary paragraph for each active project, with number of trainees, list of presentations, and flyers and announcements)

Task 5 – Look for opportunities to provide speakers on NERI projects and other NW natural history topics. Kee, Guderyahn

Goal 4 – Increase participation in NERI.

Task 1 – Contact others, particularly students, and encourage them to become involved. All associates

Task 2 – Try to increase diversity in NERI through participation in the Intertwine and/or other networking. All associates

Task 3 – Provide items for the website that encourage people to join. All associates

Task 4 – Encourage qualified individuals to lead projects. All Board

Task 5 – Build relationships with other organizations, including supporting relevant conferences and workshops. All Board

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Task 6 -- Continue to pursue appropriate sponsorship opportunities. All Board

Goal 5 – Pursue funding for NERI projects and annual organizational expenses.

Task 1 – Work with all NERI associates to assist in locating appropriate funding sources and in writing grants to fund projects approved by the NERI Board. The Board will review all grant proposals before they are submitted. DeLorenzo, Kee, Corkran

Task 2 – Annually review the finances and determine how organizational costs will be generated. DeLorenzo

Task 3 – Maintain funds sufficient to cover two years of organizational expenses. DeLorenzo

Task 4 – Maintain website capability for donations through PayPal. Guderyahn

Task 5 – Send out email letter soliciting contributions, at the end of each year. DeLorenzo and Corkran

Goal 6 – Organize an annual gathering and/or field trip

Task 1 – Decide on place and date. Send out invitation to all associates. Kee and Corkran