



**N.C. WILDLIFE RESOURCES COMMISSION
STRATEGIC PLAN**

FROM THE DIRECTOR

To Our Stakeholders and Partners in Wildlife Conservation:

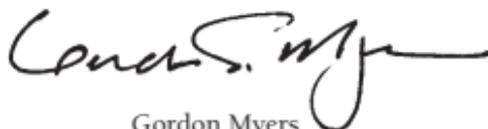
I am pleased to announce completion of the N.C. Wildlife Resources Commission's strategic plan. This plan is the culmination of diverse efforts that began in 2006 with a mission analysis involving employees, partners, and the public to assess awareness and appropriateness of the agency's mission and programs. Background information was evaluated and summarized by the Commission board in a facilitated workshop that resulted in the strategic direction outlined in this plan.

Two key factors affecting the future of diverse and abundant wildlife in North Carolina are brought to light in the strategic plan. First is acceptance that, as urbanization and development continue across the state, wildlife habitats and populations are placed under increasing stress. Second is acknowledgement of the changing demographics of the state's citizenry; most of our human population now live in urban centers, well isolated from daily contact with wildlife and the outdoors. Recognition of these factors drives our strategic plan's themes of wildlife sustainability through conservation and relevancy of wildlife to a broader segment of citizens.

The strategic plan identifies seven broad goals for the Commission that will support wildlife conservation efforts and provide sustainable opportunities for hunting, fishing, trapping, boating and other wildlife-related activities for all North Carolina citizens. Strategic objectives within each goal directs the actions required to achieve the vision of the strategic plan. These directed actions form the basis for divisions and programs within the Commission to deliver effective wildlife conservation to every corner of the State.

I invite you to review the plan and advise me of its strengths and weaknesses. It is a living document, intended to be revised and updated, as needed, to refine our approaches to the broad challenges of wildlife conservation. I look forward to many successful accomplishments as, together, we secure the future for wildlife in North Carolina.

Sincerely,



Gordon Myers
Executive Director

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION MISSION

To conserve North Carolina's wildlife resources and their habitats and provide programs and opportunities that allow hunters, anglers, boaters and other outdoor enthusiasts to enjoy wildlife-associated recreation.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION PURPOSE

To develop and administer programs directed to the conservation of fish and wildlife resources and their habitats.



NORTH CAROLINA WILDLIFE RESOURCES COMMISSION VISION

The N.C. Wildlife Resources Commission is providing safe, comprehensive, effective and efficient fisheries, wildlife and boating programs that:

- Conserve the diversity and abundance of the State's wildlife resources.
- Provide diverse opportunities for all citizens regardless of age or physical abilities to access and enjoy hunting, angling, boating and other wildlife-associated experiences.
- Demonstrate to the citizens of North Carolina through education and communication the critical role of wildlife management in sustaining the quality of our wildlife resources and their habitats.
- Sustain working lands and their associated wildlife communities.
- Have a strong and unequivocal statutory base that supports constituent needs and agency sustainability.
- Feature strong partnerships with other natural resource entities to complement the mission of the N.C. Wildlife Resources Commission and leverage resources to achieve that mission.
- Are financially secure through diverse, dedicated and ample funding.
- Are based on sound science.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION GOALS

GOAL 1: *All North Carolina citizens have the opportunity for safe and readily available participation in hunting, fishing, boating and other wildlife-related activities.*

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and agro-tourism initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.



GOAL 2: *Expand the constituency base by providing and promoting opportunities for every adult and child, regardless of physical abilities, to experience North Carolina's wildlife resources.*

STRATEGIC OBJECTIVES:

1. Provide expanded hunting, shooting, angling, and wildlife conservation courses in the elementary schools.
2. Increase the public's and various stakeholders' understandings of the N.C. Wildlife Resources Commission and its conservation programs.
3. Expand opportunities for all wildlife-associated recreation.
4. Increase opportunities for disabled sportsmen and women to participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the N.C. Wildlife Resources Commission programs and services.



GOAL 3: *Conserve and enhance the abundance and diversity of the fish and wildlife resources of North Carolina.*

STRATEGIC OBJECTIVES:

1. Implement the recommendations of the *N.C. Wildlife Action Plan*.
2. Emphasize best available science in the application of fish and wildlife management programs.
3. Promote habitat protection through land acquisition and preservation, impact assessment and mitigation, restoration and enhancement, regulation, and conservation-based development.
4. Evaluate and improve the effectiveness of regulatory programs designed to promote wildlife conservation.
5. Establish a comprehensive framework to ensure sustainable wildlife resources within changing climatic conditions and expanding human populations.



GOAL 4: *The N.C. Wildlife Resources Commission is recognized as a leader in sustaining working lands, conserving wildlife habitats and species diversity, and maintaining the hunting and fishing heritage of North Carolina.*

STRATEGIC OBJECTIVES:

1. Enhance partnerships with land-funding agencies/organizations and other land-management agencies.
2. Establish a broad conservation vision within state government agencies and among an expanded constituency base.
3. Foster partnerships among constituency groups to support the N.C. Wildlife Resources Commission mission.



GOAL 5: *Communicate, educate, and market wildlife conservation and the role of hunting and fishing in effective wildlife-management programs.*

STRATEGIC OBJECTIVES:

1. Develop a legislative agenda that communicates a common message to legislators regarding issues critical to the N.C. Wildlife Resources Commission.
2. Enhance and expand existing school programs that promote awareness of wildlife resources and conservation.
3. Develop and employ marketing strategies to secure broad public support and an expanding constituency base for the agency mission.



GOAL 6: *The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs and new population's needs.*

STRATEGIC OBJECTIVES:

1. Leverage and diversify cooperative funding programs through expanded and innovative partnerships.
2. Review and revise fees and fee-based programs to complement the vision of the N.C. Wildlife Resources Commission.
3. Develop and implement an endowment program with the focus on non-game programs and conservation.



GOAL 7: *Create a work environment where priorities are clear; the decision-making process is efficient and effective; and employees feel a sense of creativity, accountability, value and satisfaction in their achievements and their contributions to the agency's mission.*

STRATEGIC OBJECTIVES:

1. Improve internal coordination/communications to provide transparency in decision making and program implementation.
2. Identify and review core processes to ensure efficiency and effectiveness and evaluate how rules and processes are supporting the needs of the resources.
3. Provide opportunities and support programs for employee development.



NORTH CAROLINA WILDLIFE RESOURCES COMMISSION

Steve Windham, Chairman, At Large	Winnabow
Charles W. Bennett, Vice-Chairman, At Large	Matthews
W. Ray White, District 1	Nags Head
Joe Barker III, District 2	New Bern
Wes Seegars, District 3	Goldsboro
W. Douglas Parsons, District 4	Clinton
Nat T. Harris, District 5	Burlington
Randy Allen, District 6	Charlotte
Dalton D. Ruffin, District 7	Winston-Salem
David W. Hoyle, Jr., District 8	Dallas
Martin Lewis, District 9	Asheville
John Litton Clark, At Large	Clinton
Russell Maughan Hull Jr., At Large	Elizabeth City
Durwood Laughinghouse, At Large	Raleigh
Wendell H. (Dell) Murphy, At Large	Wallace
Eugene Price, At Large	Dudley
Bobby Purcell, At Large	Cary
Berkley C. Skinner III, At Large	Rocky Mount
Mitch StClair, Sr., At Large	Washington
Gordon Myers, Executive Director	Raleigh

Photos: National Hunting & Fishing Day on the Roanoke-Chowan River, Dr. Amy R. Wethington, Chowan University; hunter with disabilities, courtesy of Steve Windham; sunrise hunting shot by Eugene Hester/USFWS; other photos, NCWRC.

The N.C. Wildlife Resources Commission is an Equal Opportunity Employer, and all wildlife programs are administered for the benefit of all North Carolina citizens without prejudice toward age, sex, race, religion or national origin. Violations of this pledge may be reported to the N.C. Wildlife Resources Commission, Equal Employment Officer, Personnel Office, 1751 Varsity Drive, Raleigh, NC 27606. Telephone (919) 707-0101.