

Ice Age Trail Alliance

Strategic Plan

January 2018 – December 2020

Strategic Plan 2018-2022

- **Organizational Excellence**
- Ensuring Financial Capacity
- Outreach, Engagement and Education
- Sustainable Trail Operations
- Protecting Trail Lands
- Advocating for the Trail

Committed to Organizational Excellence

The Alliance is soundly positioned in a manner that the Board, staff, chapters and volunteers understand their roles and responsibilities, and that ensures continuity and purpose consistent with the mission and vision of the organization.

Goal Two

The Alliance has the framework in place to support succession across the organization and to assist in a seamless transition of leadership.

Strategy:

Chapters are provided with recommendations for volunteer leadership, development, retention and succession planning.

Measure of Success

- a) A state-wide chapter Volunteer Leadership Team is defined and appointed annual.
- b) The chapter Leadership Team creates a volunteer leadership toolkit for use of chapters by 12/31/19.

Next Steps

Looking for interested volunteers to make this Volunteer Leadership Team a reality!

- Confirm attendees
- Draft roles & responsibilities by September 1, 2019
- Set goals and determine terms of service
- Set annual priorities by December 31, 2019.