



# CNPS Quarterly Report Performance Indicators

Green

Yellow

Red

Blue

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Priorities, Achievements,  
Weaknesses

Presentation and Feedback

Bylaws: CC evaluates Board  
Performance, Org Health

# Helpful Information

Green

Yellow

Red

Blue

Green

- Means go – project / task is progressing full speed ahead.

Yellow

- Means slow – project is still progressing, but slowly.

Red

- Means stop – project/task is on hold, or running into difficulties.

Blue

- Means done – project is complete or nearly complete.

**1<sup>st</sup> box = previous quarter and 2<sup>nd</sup> box = current quarter.**

**California Native Plant Society**

2707 K Street, Suite 1; Sacramento, CA 95816-5113  
916.447.CNPS (2677), cnps@cnps.org, www.cnps.org

Mission: To increase understanding and appreciation of California's native plants and to conserve them and their natural habitats, through education, science, advocacy, horticulture and land stewardship.



Articles of Incorporation 1965

## Members

9,000 Members

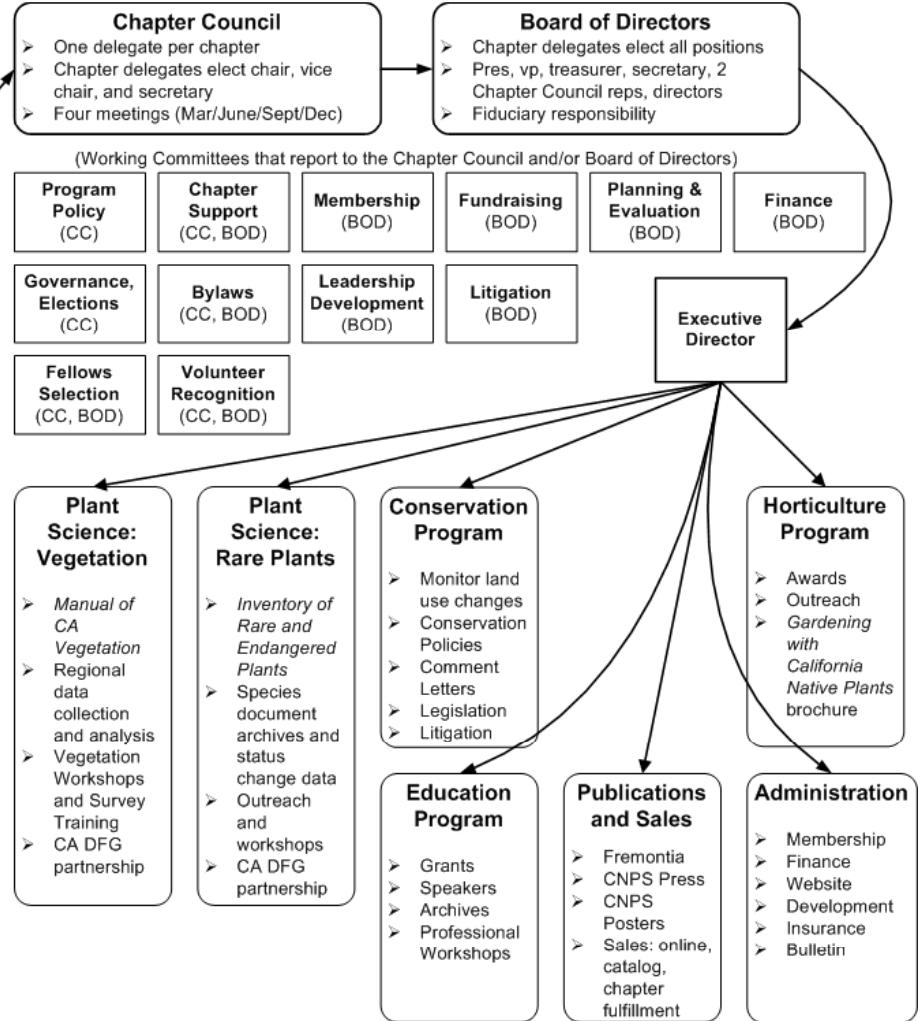
Volunteers contributed over 97,000 hours in recorded work activities for 2007

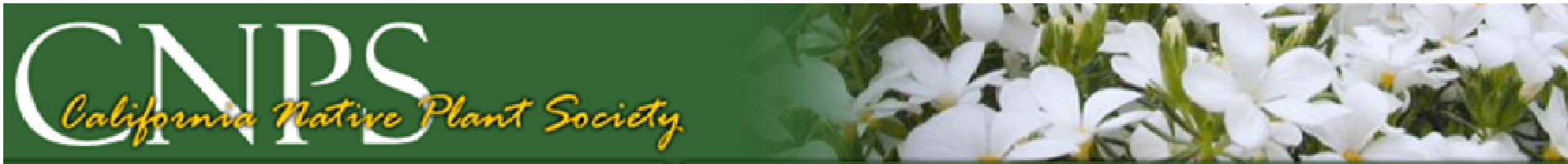
**Membership Dues**

- individual or library - \$45
- family - \$75
- group - \$75
- plant lover - \$100 - \$300
- patron - \$300 - \$600
- benefactor - \$600 - \$1500
- Mariposa Lily - \$1500+
- limited income - \$25
- student - \$25

## Chapters

Names	Programs
Alta Peak	Arboretum Assistance
Bristlecone	Book Sales
Channel Islands	Conservation
Dorothy King Young	Education
East Bay	Field Trips
El Dorado	Garden Tour
Kern County	Grants
LA/Santa Monica Mts.	Horticulture
Marin County	Hospitality
Milo Baker	Mapping and Monitoring
Mojave Desert	Meeting, Programs
Monterey Bay	Newsletter
Mount Lassen	Invasive Weed Removal
Napa Valley	Nursery
North Coast	Outreach
N. San Joaquin Valley	Photography
Orange County	Plant Sales
Redbud	Poster Sales
Riverside/San Bernardino	Public Programs
Sacramento Valley	Publications
San Diego	Publicity
San Gabriel Mountains	Rare Plant
Sanhedrin	School Gardens
San Luis Obispo	Speaker
Santa Clara Valley	Stewardship
Santa Cruz County	Website
Sequoia	
Shasta	
Sierra Foothills	
South Coast	
Tahoe	
Willis L. Jepson	
Yerba Buena	

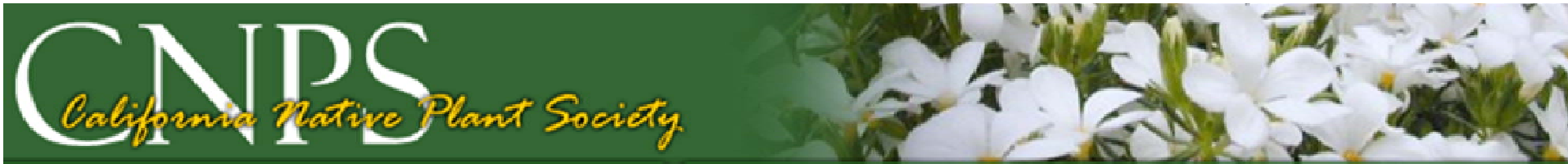




## 5 Main Areas Covered

### **Strategic Focus Areas:**

1. Improving information about plants and plant communities; improving information & data delivery systems
2. Promoting Conservation
3. Connecting with people and organizations
4. Expanding CNPS resources and infrastructure
5. Attracting, informing, and energizing people



# Improve Information & Data Delivery

1. **(Priority Goal)** Serve a greater role as a *synthesizer and distributor of information* about California native plants and plant communities by *cooperating with diverse data providers*, including public agencies, academic institutions, private organizations, and individuals along with CNPS's own wealth of data in members, chapters and programs.
2. **(Priority Goal)** *Increase public awareness* about the importance of native plants and natural habitats and the need to protect them by *expanding the resources of all CNPS programs*.
3. Continue to *expand native plant information delivery systems* within and outside of CNPS.



# Improve Information & Data Delivery

Primary program nexus:

- Vegetation Program – MCV2, Veg Camp and other mapping projects.
- Rare Plant Program – Online Inventory & Ranks
- Horticulture Program – Horticulture Database

## ***Resource Constraints:***

- ✓Funding
- ✓Database administrator staff resources



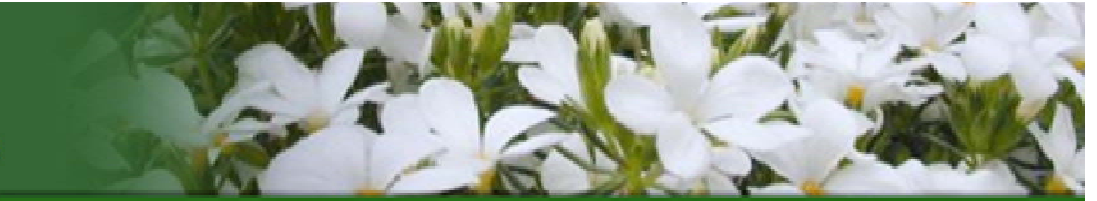
# Improve Information & Data Delivery

- ■ **Online Inventory** – More revisions soon.
- ■ **RP Program Assistant** – DFG has provided funds, Danny Slakey had been a valuable addition.
- ■ **Rare Plant Treasure Hunt** – New herbarium project to facilitate and manage the review & data entry of rare plant collections initiated.
- ■ **Rare Plant Phenology Forum** – new forum for exchanging information related to the phenology and locality of rare plants.



# Improve Information & Data Delivery

Project/Description	Funded By	Surveys	Alliances	Assns	Acres	GIS Analyses
<b>Carrizo Plain Nat'l Monument</b> <i>Map/delineate vegetation and site characteristics from new (+existing) surveys</i>	BLM	100 (+1,000)	45	67	203,037	
<b>Grasslands Research</b> <i>Classify 500+ surveys; prepare for next year surveys</i>	NRCS Innovation Grant	109	16 4 new	49 38 new	-	
<b>Great Valley Ecoregion</b> <i>Combine new and legacy data to categorize types for two mapping projects</i> <i>Establish floristic and mapping classification</i>	DWR and Strategic Growth Council; CSU Chico	(2,500)	124 9 new	218 25 new	-	
<b>Fen Research</b> <i>Survey/map of fens/meadows in Shasta-Trinity, write alliance descriptions for 7 new types</i>	USFS- Region 5 and Shasta-Trinity NF	50			99	
<b>Fens - Washoe Meadows</b> <i>Survey and map fen/meadow areas, identify fen vegetation types</i>	Dept. of Parks and Recreation	13	11 1 new	8	17	
<b>Mojave Network Veg Map</b> <i>Analyze NPS data (2000 records) and classify vegetation for maps; data from Death Valley, Lake Mead, and Mojave Preserve</i>	National Park Service (NPS)	(2,000)	110 4 new	265 40 new	-	
<b>Rare Plant Communities</b> <i>Compile existing survey data and maps; Map <i>Hesperocyparis macnabiana</i> and <i>H. sargentii</i> woodland stands</i>	Private Donation	(62+)	2	-	2,475	
<b>Watershed and Plants Analysis</b> <i>Compile watershed and plant data across FS lands, initial analyses include roadedness by watershed and rare plant locations with invasive plants</i>	USFS- Region 5	(various)	-	-	-	3



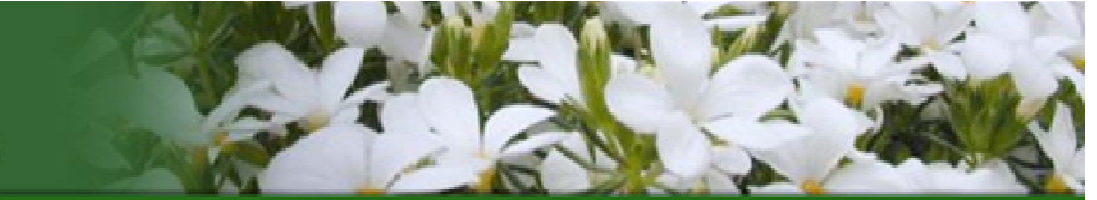
## Improve Information & Data Delivery

- ■ **MCV2 Database** – The project to digitize the MCV2 was initiated in late July. Brad Jenkins volunteered his expertise to design a database structure; phasing identified; scope & requirements overview drafted; staff is entering data. Total funding raised to date: \$46,500
- ■ **Public Talks/Workshops** – Ongoing, also participation in Rare Plant Treasure Hunts.
- ■ **Horticulture** – Database project on hold.
- ■ **Horticulture at the Conference** – session and workshops planned, funding proposal submitted.



## Promote Conservation

- 1. (Priority Goal) Advocate for the maximum protection of native plants** and increase CNPS's presence and involvement in both state and regional land use planning efforts that support habitat and resource conservation.
- 2. Promote, support and encourage** ecologically based land stewardship activities and practices.



## Promote Conservation

Primary program nexus:

- Conservation Program**
- All other CNPS programs, committees, infrastructure, chapter support.

### ***Resource Constraints:***

- ✓ Funding for dedicated staff
- ✓ Volunteer resources

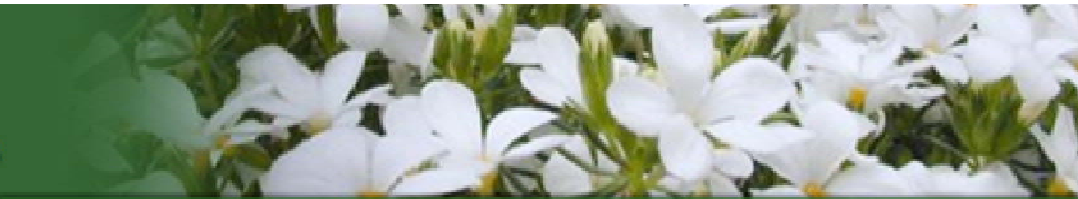


## Promote Conservation

- ■ **Conservation – Renewable Energy Projects**
  - Walker Ridge – Applicant delayed DEIS until 2012.
- ■ **Conservation – DRECP**
  - Greg continues to attend monthly meetings

### **Outcomes so far:**

1. Desert mapping has expanded to **5.7 million acres**.
  - 4.77 million acres in W. Mojave and 960K in Blythe/I-10
2. Covered / Planning species list has been **expanded from the initial 13 taxa to 46 taxa**. CNPS is still advocating for inclusion of another 28 taxa.



## Promote Conservation

### ■ ■ ACEC Levee Vegetation Policy

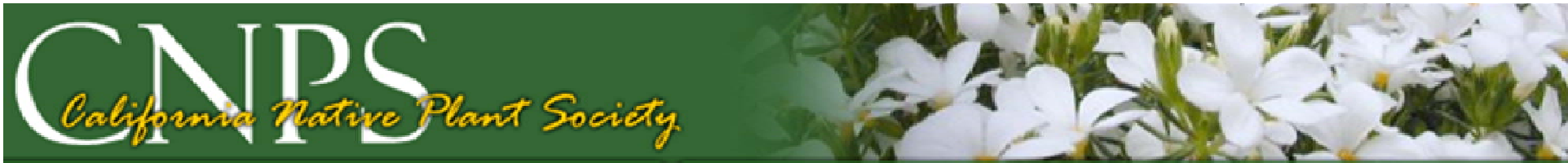
- Enviros filed suit; DFG intervenes with plaintiffs; CNPS will prepare amicus brief if suit goes to trial.

### ■ ■ THP/NPPA – pursuing fee based funding approach

### ■ ■ Listing Petitions – Conservation Committee and RPPC are working on developing a guiding document

#### Outcomes to date: THP

1. CNPS was invited to sit on the enviro panel on Assemblyman Chesbro's THP working group.



## Promote Conservation - Outreach

- ■ **Center for Plant Conservation** – Greg is involved in outreach and planning for a special issue on CA Flora.
- ■ **Conference Sessions** – Working on planning for several sessions for the 2012 Conference
- ■ **Press Releases** – William and Greg worked on a number of press releases this past quarter (award events, 2009 Conf. Proceedings Release, 2012 Conf)

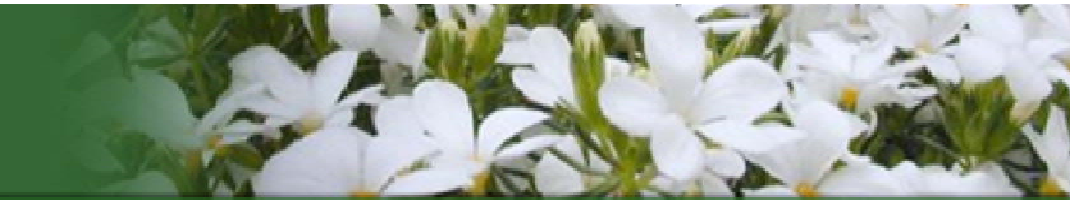


# Connect with People & Organizations

1. Develop a more consistent and cohesive public face throughout the organization.
2. Expand the organization's opportunities to realize its vision by seeking legislative, agency, organizational, and foundation partners in projects that support our scientific, educational, and conservation mission and objectives.

## Primary program nexus:

- Marketing & Publications**
- Conservation, Education, Plant Science**



## Connect with People & Organizations

### ■ ■ Marketing Committee –

- Busy assisting with appeal and conference communications

### ■ ■ Native Plant Week 2012

- Committee members are needed, a chair is needed! We are very far behind in planning 2012.

### ■ ■ Social Media – Facebook subscribership continues to increase, e-news transitioning

### ■ ■ Publications – *Fremontia* – *Fire issue*

- Overstock offered to chapters at reduced costs.



# Connect with People & Organizations

## ■ Marketing/Branding – Web template

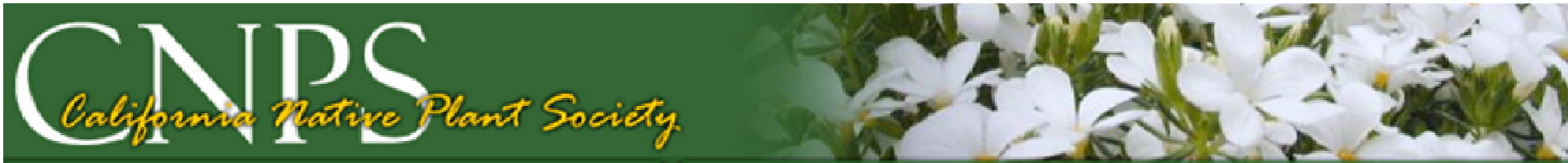
- First chapter site is up at <http://nsj.cnps.org>
- 6 Chapters have requested domains

## ■ Marketing/Branding – Logo

- Rebranding completed; files on the website

## ■ Marketing – Communications Plan!

- Please see admin page for V1.0
- We need to update membership numbers in all communications.



# Connect with People & Organizations

## ■ ■ Conservation Partnerships

– DRECP Stakeholders –

- California Energy Commission
- Department of Fish and Game
- Bureau of Land Management
- US Fish and Wildlife Service
- Local Governments
- USFS

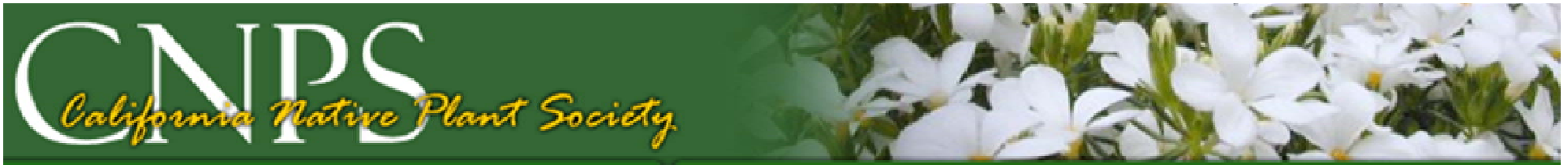


# Connect with People & Organizations

## ■ ■ Conservation Partnerships –

### – Renewable Energy Projects

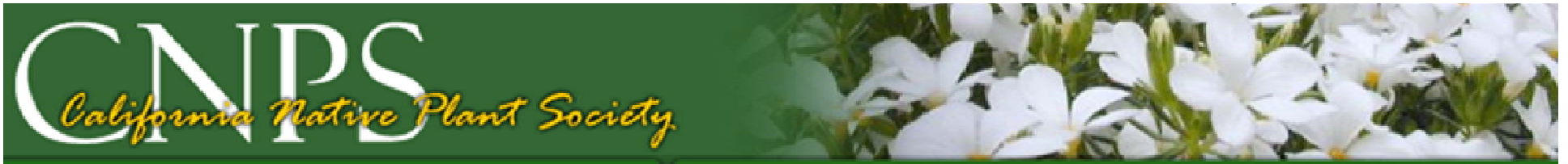
- Center for Biological Diversity
- Sierra Club California
- Defenders of Wildlife
- Audubon
- Wildlands Conservancy
- Western Watersheds Project
- Tuleyome
- California Wilderness Coalition



# Connect with People & Organizations

## ■ ■ Plant Science Partnerships –

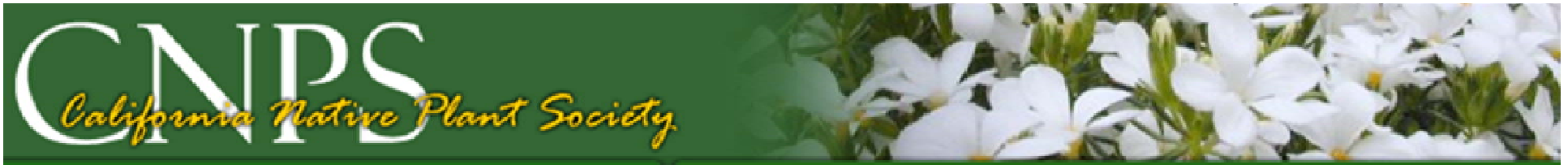
- US Forest Service
- Bureau of Land Management
- National Resource Conservation Service
- National Park Service
- California State Parks
- Caltrans
- Department of Fish and Game – including Biogeographic Data Branch
- Resource Conservation Districts
- Tejon Ranch Conservancy and other Land Trusts
- ESRI (Environmental Systems Research Institute)
- California Native Grasslands Association
- Consulting Firms – including Aerial Information Systems and Aspen Environmental Inc.
- Academic Institutions and Botanical Societies (across the State)
- CSU Chico, Geographic Information Center



# Connect with People & Organizations

## ■ ■ Education Partnerships –

- Jiji Foundation
- US Forest Service
- National Fish and Wildlife Foundation - RP Treasure Hunt
- Bureau of Land Management – RP Treasure Hunt
- Sierra Streams Institute
- Academics, consultants, agency botanists and biologists
- CAL-ECO (consortium of many groups)
- Botanic Gardens
- Jepson and other herbariums



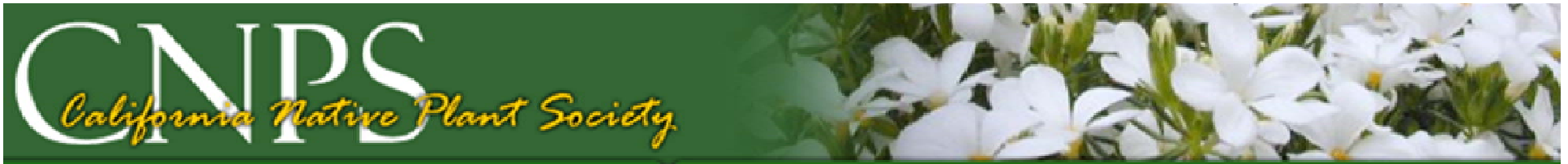
# Connect with People & Organizations

## ■ ■ Legislative

- Raising awareness about Fish & Game code Section 711.4 – provides authority for DFG to increase fees for industry to pay for THP reviews.
- Successful events held for LOY and Leg Staff of the Year awards at Napa and Sac Valley Chapters

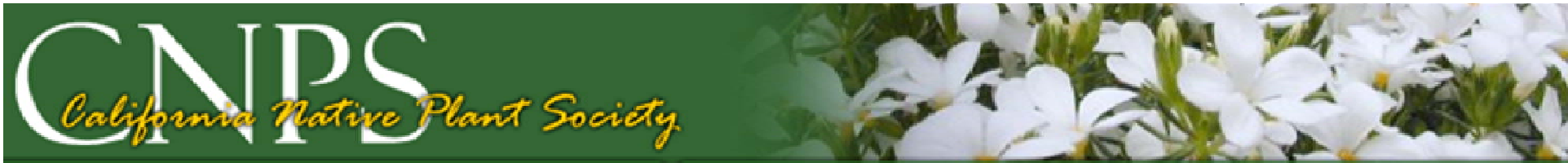
## ■ ■ Other Key Partnerships –

- Invasive Plants - Cal – IPC and other groups
- Universities



# Expand Resources & Infrastructure

1. **(Priority Goal)** Develop *stable and sufficient financial resources*.
2. Continue to *improve organizational infrastructure* as necessary to *support the growth* of the organization and maintain professional and ethical operations.
3. **(Priority Goal)** Increase public awareness about the importance of native plants and natural habitats and the need to protect them *by expanding the resources of all CNPS programs*.
4. *Raise funds to hire a full time Horticulture Program Director* to more fully promote, support and encourage the appropriate horticultural use of California native plants in gardens, landscapes and conservation activities.



# Expand Resources & Infrastructure

Primary program nexus:

- Development – raising funds
- Marketing – Outreach and communications
- Administration and Finance

## ***Resource Constraints:***

- ✓ Funding for development staff
- ✓ Funding for program expansion
- ✓ Administrative staff capacity
- ✓ Quantifiable program results



## Expand Resources & Infrastructure

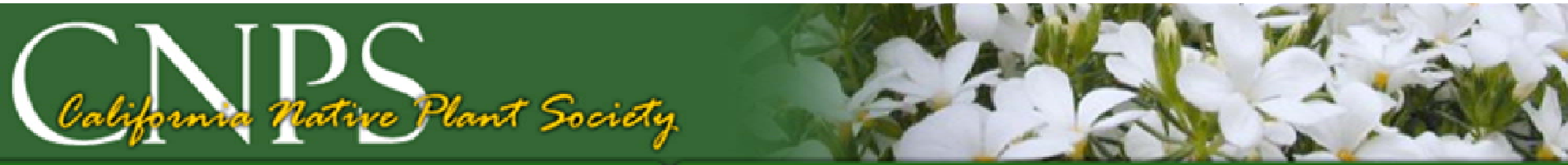
Progress in all of the other 13 goals contribute to success of this goal.

**To some extent, measureable progress in all other CNPS programs and effectiveness of chapters contribute to our ability to expand resources and infrastructure**



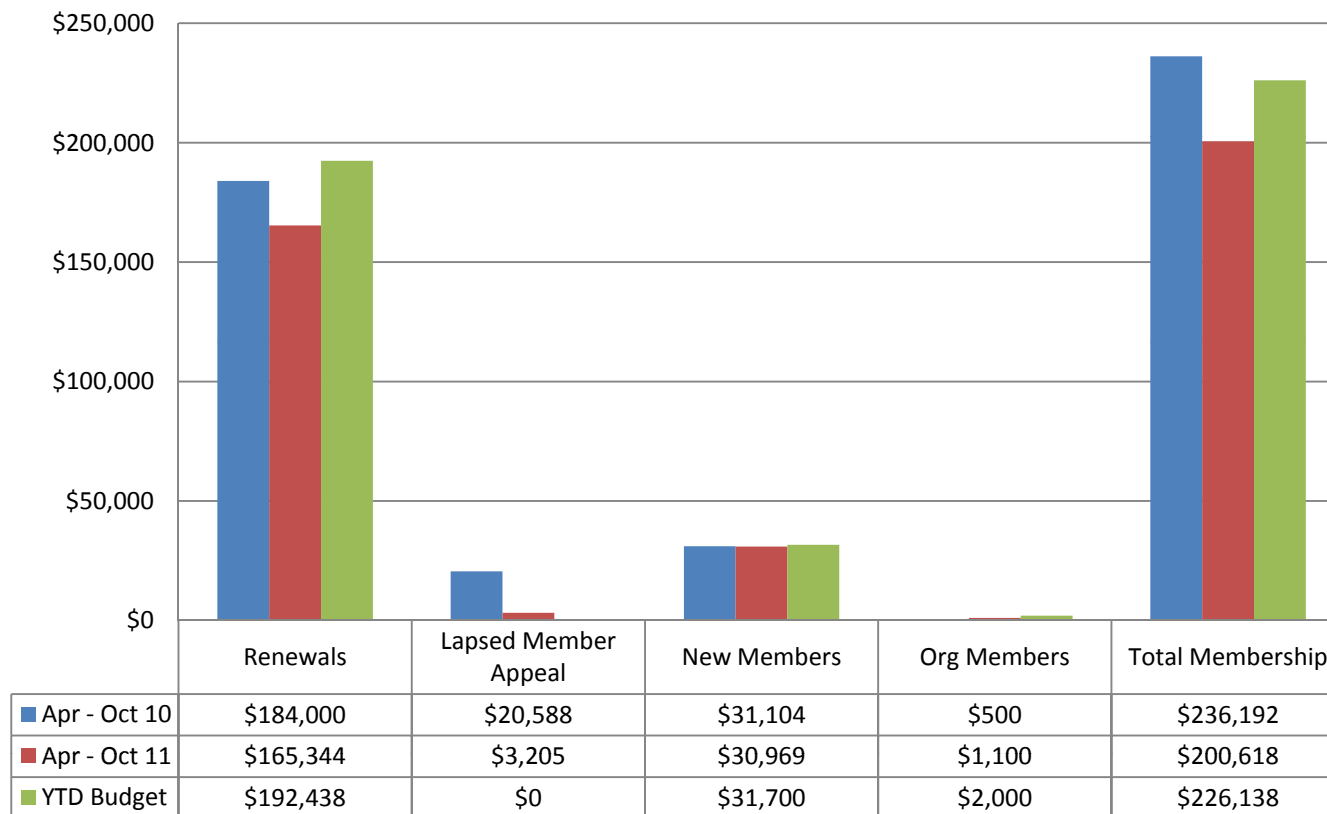
## Expand Resources & Infrastructure

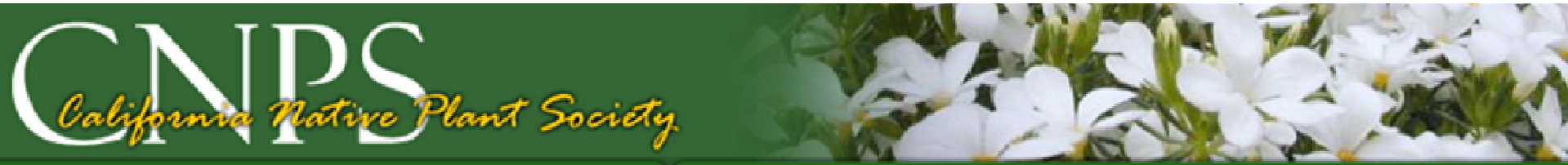
- ■ **Fund Dev Committee Planning** – underway for 2012 – fix operational shortfall.
- ■ **Foundation cultivation** - ongoing – six proposals drafted and submitted so far this year for conservation – one small (2,800) approved.
- ■ **Major Donor Events** – central office will look to start planning major donor events in 2012.



# Membership & Development Income

## YTD Membership October 31, 2011





# Conference Fundraising

- **Raise \$190K in sponsorships; \$20K for students**
  - \$58 K yet to go in sponsorships
  - \$7,500 K yet to go in student support
  - Steering Committee Volunteers have raised \$70K
  - Staff has raised \$82K

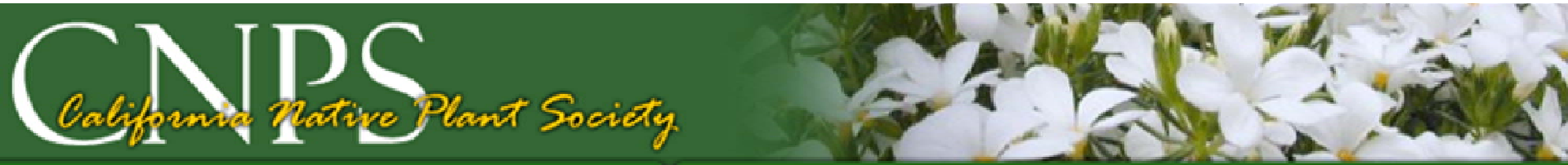
11/30/2011

### Fund Performance Analysis

Page 1

Fund	No. Donors	Avg/Donor	No. Gifts	Avg/Gifts	Total Given	Goal	Over(Under)	% Goal
2012 Conf IK	2	\$2,450.00	2	\$2,450.00	\$4,900.00	\$0.00	\$4,900.00	0.00%
2012 Conf Sponsor	58	\$2,322.46	65	\$2,072.35	\$134,702.50	\$190,000.00	(\$55,297.50)	70.90%
2012 Conf Std Supor	17	\$732.35	17	\$732.35	\$12,450.00	\$20,000.00	(\$7,550.00)	62.25%
<b>GRAND TOTALS:</b>	<b>77</b>	<b>\$1,974.71</b>	<b>84</b>	<b>\$1,810.15</b>	<b>\$152,052.50</b>	<b>\$210,000.00</b>	<b>(\$57,947.50)</b>	<b>72.41%</b>
<b>Actual Counts:</b>	<b>74</b>	<b>\$2,054.76</b>	<b>81</b>	<b>\$1,877.19</b>				

A Total of 3 Fund(s) Listed

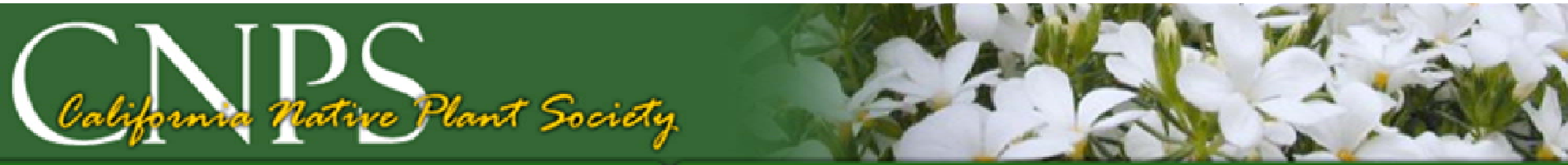


# Conference Fundraising



















- Raise \$190K in sponsorships; \$20K for students

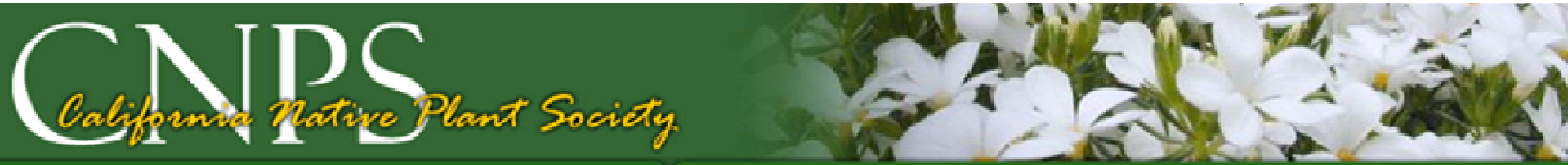
Stats	Number	%	Avg/Active Solicitor
Total Accounts Identified	574		
Total Assigned to Solicitors	335	58%	21
Total Declined Outright	88	26%	
Total No Response	160	48%	
Total Researched & Not Contacted	19	6%	
Total Who Gave	68	20%	

Results:	Number	%	Amt
Actual Amount Raised (& Pledged)	77		152,052
Number of Steering Committee Solicitors	21		0
Number of Steering CM that Raised Money	10	46%	70,152
Number of Staff Solicitors	6	54%	81,900



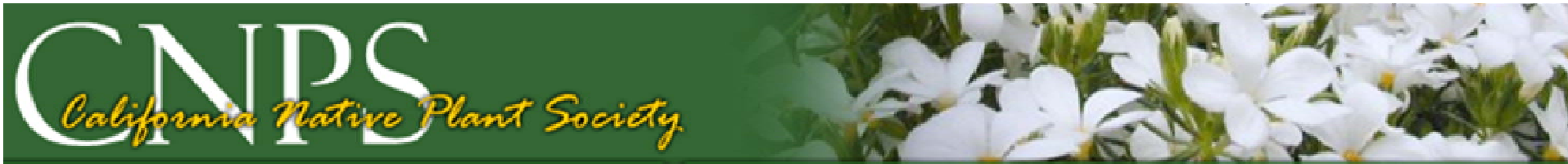
# Expand Resources and Infrastructure

Project/Outcomes	Description	Start Date	Status
  <b>Member Database Conversion</b>	Convert all existing data to new host data system	Jun-09	Complete
	<i>Expand membership data and fundraising capabilities for size &amp; growth of CNPS</i>		
  <b>Accounting Conversion</b>	Re-configure and upgrade entire accounting system	Jan-10	Complete
	<i>Expand accounting capability to accommodate size &amp; growth of CNPS</i>		
  <b>Annual Report 2009-2010 -</b>	Public communication of annual results	May-11	Complete
	<i>Informs the public about CNPS Results and Outcomes</i>		
  <b>Directory Updates -</b>	Migrate the directory data to the member database	Sep-10	Complete
	<i>Improves efficiency/increases capacity within the administrative office</i>		
  <b>RE Member Communications -</b>	Migrated membership communications to Razers Edge	Jul-11	Complete
	<i>Improves efficiency/increases capacity within the administrative office</i>		
  <b>Web Interface Upgrade -</b>	Adds new interactive online tools for members	Jan-11	Complete
	<i>Improves service delivery and expands membership communication/interaction</i>		
  <b>Electronic Renewal Notices</b>	Reduce paper renewal notices to one per year	Jul-11	Complete
	<i>Replaces first and last mailed notices with e-mailed notices (if e-mail address is record)</i>		
  <b>E-News Migration</b>	Migrated e-newsletter to Razer's Edge	Jun-11	Complete
	<i>Allows distribution of the e-newsletter directly from the membership database</i>		
  <b>Web Conference Registration -</b>	Configuration and set up moved to Razer's Edge	Jan-11	Complete
	<i>Integrates all registration with membership database; allows capture of additional data</i>		



# Expand Resources and Infrastructure

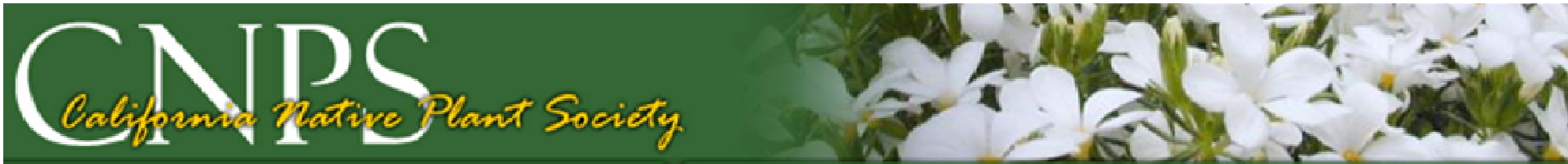
		<b>Project/Outcomes</b>	<b>Description</b>	<b>Start Date</b>	<b>Status</b>
		<b>CNPS History Project -</b>	Recognize CNPS milestones and volunteers on the web	Aug-11	Out of the gate
			<i>Recognizes CNPS grassroots origins and volunteer contributions</i>		
		<b>Bulletin Going Electronic</b>	Planned conversion from paper to electronic delivery		Approved
			<i>Reduces CNPS print/mail costs</i>		
		<b>Annual Report 2010-2011 -</b>	Public communicaiton of annual results		In progress
			<i>Informs the public about CNPS Results and Outcomes</i>		



# Expand Resources & Infrastructure

## ■ ■ Finance – It's the law!

- Chapter financial reporting
  - Quarterly sales tax –due by Jan 21<sup>st</sup>
- Raffles – new policy in progress.
- Staff – any chapter hires must go through the State Finance & Administration manager.
  - 1099's must be issued for chapter contractor services
  - State office can process 1099's for chapters – we need 2011 list by Jan 15, 2012 to allow time to process by Jan 31 deadline.



# Expand Resources & Infrastructure

## ■ ■ Finance – Year End Reporting

- 2010-11 fiscal year audit is in progress. First audit on our new accounting system.
- Tax returns will be prepared at audit completion
  - **One chapter report still missing**

*Please contact Cari Porter if you have any questions about required reports and forms, due dates of required reports, or other matters related to CNPS fiscal performance.*



## Expand Resources & Infrastructure

### **Horticulture Program Proposal –**

- A new proposal has been drafted by Arvind Kumar to develop the program by helping chapters facilitate symposia around the state.

### **Horticulture Newsletter – great material!**

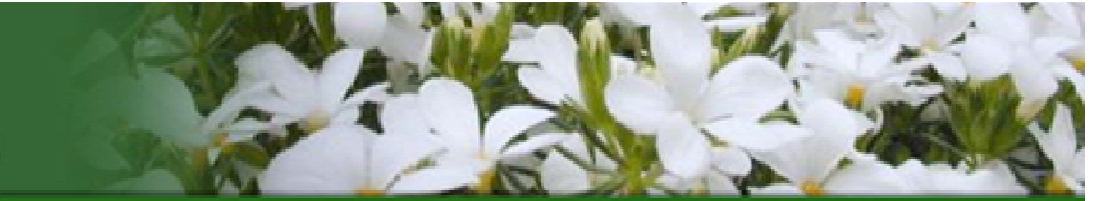
### **Horticulture Blog**

- We need volunteer authors to post articles!



# Attracting, Informing & Energizing People

1. **(Priority Goal)** Expand CNPS's membership to 15,000 members by 2012.
2. Strengthen the network of people involved in native plant protection
3. Increase the involvement in and effectiveness of local chapters
4. Develop a committed, diverse, and effective pool of people to actively support CNPS.



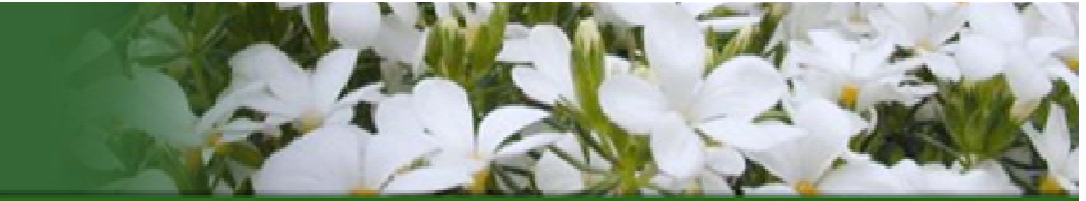
# Attracting, Informing & Energizing People

Primary program nexus:

- Education Program**
- Administration**
- Conservation**

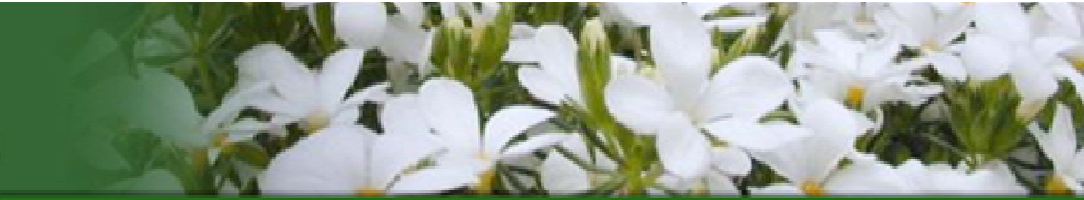
## ***Resource Constraints?***

- ✓ Message?
- ✓ Organizational culture?
- ✓ ?



## Attracting, Informing & Energizing People

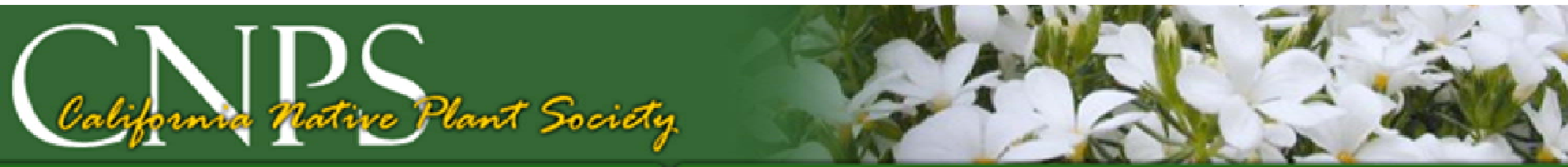
- ■ **Education** – Plant Science Training Workshops
  - 15 workshops scheduled during the 2012 Conference.
- ■ **Education** – 2012 Conservation Conference
  - See website for updates
- ■ **Conservation** – chapter calls/messaging
  - Our funding for conservation support has expired.
- ■ **Education** – Rare Plant Treasure Hunt - Desert
  - NFWF has invited us to submit a full proposal for 2012
- ■ **Education** – RP Treasure Hunt – Statewide
  - Funding to continue the project is depleted.



# Attracting, Informing & Energizing People

## 2011 Rare Plant Treasure Hunt Results

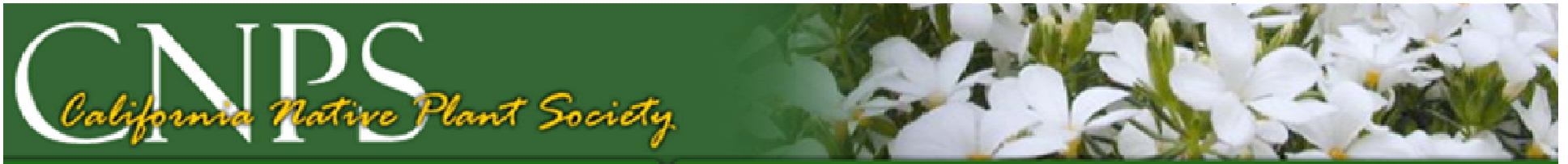
Type	Statewide RPTH (all but deserts)	CA Deserts RPTH
Occurrences reported	155	153
New occurrences	34%	58%
Historical occurrences	32%	26%
Recent occurrences	21%	3%
Negative (not found) occurrences	5%	13%
Status or Identification undetermined	8%	0%
CA Rare Plant Rank (CRPR) 1B	76%	40%
Rank 2	5%	31%
Rank 3	<1%	0%
Rank 4	18%	29%
#of trips reported to date for 2011	20	37
# of chapters involved (with members participating)	11	13
Groups outside of CNPS participating	5	5
Land owners, agencies contributing	26	3 (primarily BLM)



# CNPS Publications & Sales

**2009 Conference Proceedings – just released!!!**

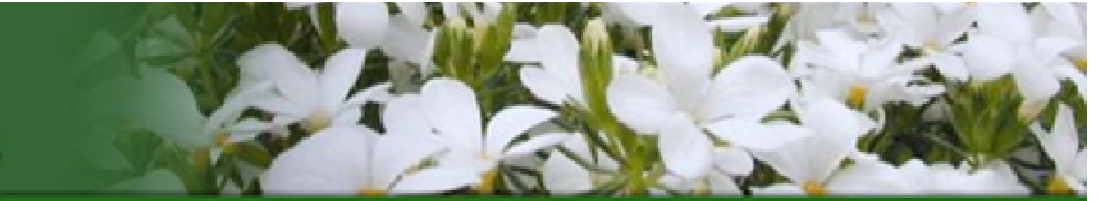
Sales	MCV 2	California Mosses	Mosses and Other Bryophytes	2009 Conference Proceedings
Oct - Dec 09	313	234	103	
Jan - Mar 10	334	172	50	
Apr - Jun 10	174	59	19	
Jul - Sept 10	87	33	8	
Oct - Dec 10	59	31	18	
Jan - Mar 11	78	49	21	
Apr - Jun 11	70	18	10	
Jul - Sept 11	46	38	10	
Oct 1 - Nov 28, 2011	19	13	3	12
	<u>1180</u>	<u>647</u>	<u>242</u>	<u>12</u>
Current Inventory	1922	761	46	732
Retail Price	\$82.00	\$68.00	\$68.00	\$65.00



## Attracting, Informing & Energizing People

### ■ Co- Hosted State / Chapter Events –

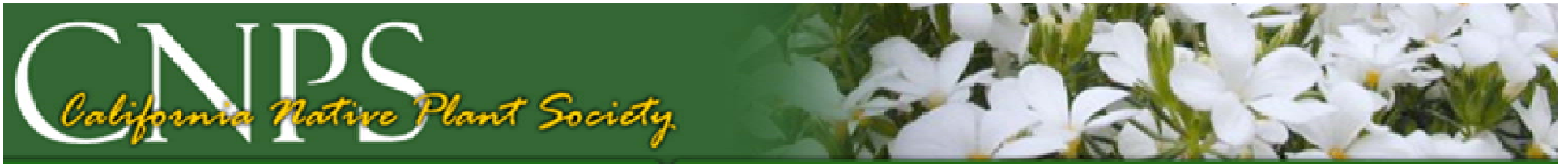
- **Napa Valley Chapter** and CNPS Conservation Program be co-hosted the Legislator of the Year award presentation to Senator Noreen Evans in conjunction with a program presentation by Napa's Kathleen Chassey in late September.
- **Sacramento Valley Chapter** held a joint event with the State office on the awards presentation for the Legislative Staff Award recipient Susan Little at the SVC's October program meeting.



# Attracting, Informing & Energizing People

## ■ **CNPS History Project – Marie Finn**

- **Design Web Format** – to house historical & volunteer award information. **✓ completed**
- **Research CNPS Fellows** – develop information archives on fellows for web publication; organize archival material. **✓**
- **Review, Organize, and Scan Archival Material at RSAB**
- **Complete Oral History** – interview CNPS long term members and transcribe.
- **Organize and publish materials on the website**
- **Find a writer to compose a historical novel from histories?**  
About early CNPS plant explorers and advocates



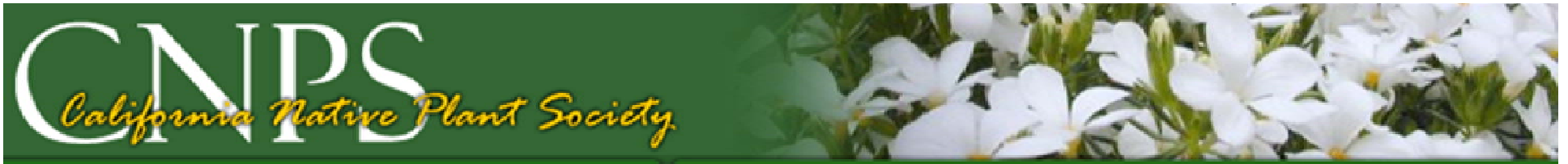
# Attracting, Informing & Energizing People

## **Membership – Growth Trends**

- Loss of 266 net memberships year to date, while adding 960 new members through October this year.
- CNPS total membership has dropped significantly this year.
- CNPS can no longer say we are an organization of nearly 10,000 members.
- CNPS is now an organization that is just over 9,000 members when all 90 day lapses are included.

## **Membership – Facebook appeal in progress**

## **RSABG / CNPS Promotion –A few new members!**



# Attracting, Informing & Energizing People

## ■ ■ Membership – Chapter Successes

- Mohave Desert has the highest rate of rejoins and the largest increase in members at 25% net growth (24 to 30)
- Tahoe has added 7 new members and had 1 rejoin for growth rate of 20% (35-42)
- Riverside/San Bernardino has had a whopping 19 rejoins and 4 new members for 17% net growth (137-160)
- Willis Jepson added 8 for a net growth rate of 15% (55-63)
- Mount Lassen grew from 187 to 209 members for 12% NG
- Santa Clara Valley has added 100 new members this year.



# **QUESTIONS? FEEDBACK?**