



CNPS Quarterly Report Performance Indicators

Green

Yellow

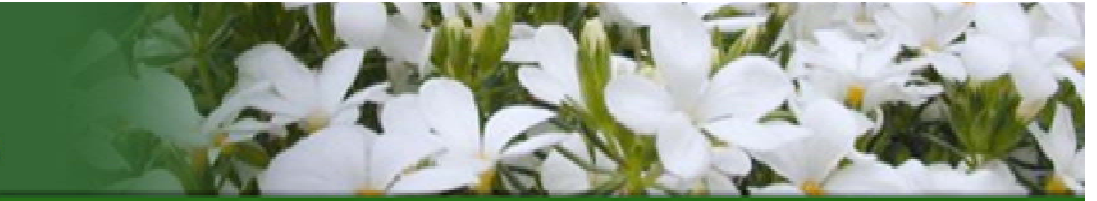
Red

Blue

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.

1st box = previous quarter and 2nd 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

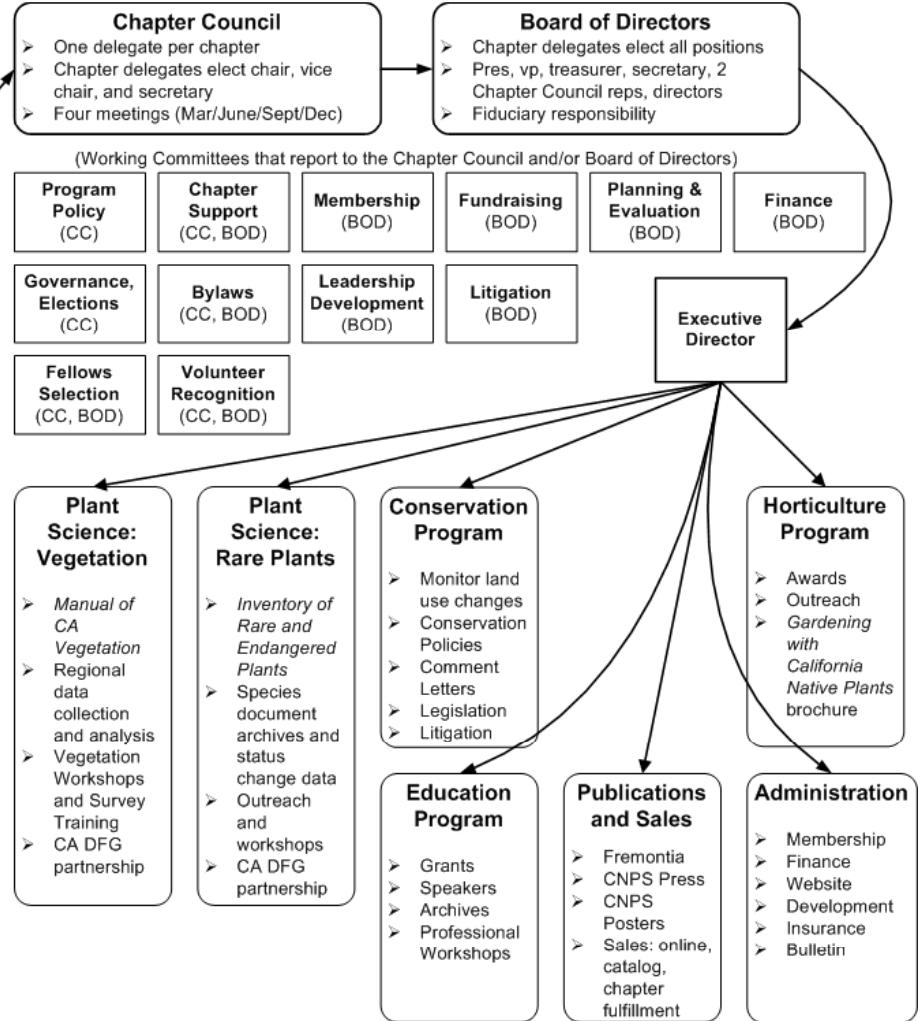
Volunteers contributed over 97,000 hours in recorded work activities for 2007

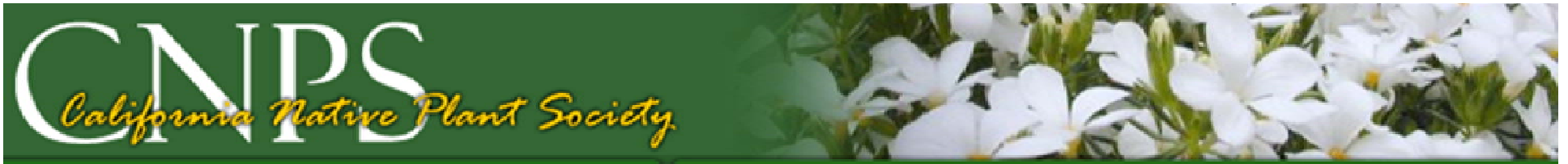
Membership Dues

- 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

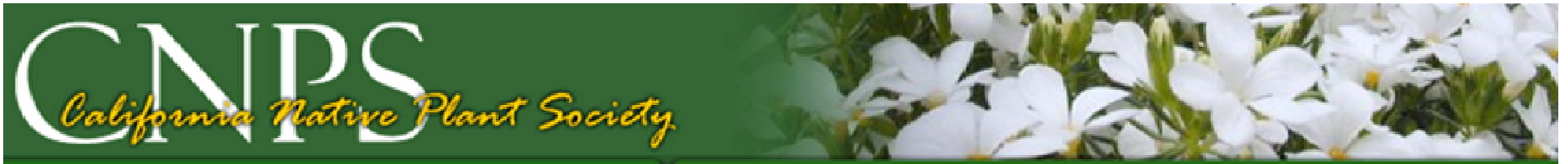
Names	Programs
Alta Peak	Arboretum Assistance
Bristlecone	Book Sales
Channel Islands	Conservation
Dorothy King Young	Education
East Bay	Field Trips
El Dorado	Garden Tour
Kern County	Grants
LA/Santa Monica Mts.	Horticulture
Marin County	Hospitality
Milo Baker	Mapping and Monitoring
Mojave Desert	Meeting, 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	





Change in Presentation Orientation

- Results organized by CNPS goals
- Results focus on strategic plan fulfillment by the State office only
- Each goal has a primary program nexus
 - Some may have a secondary program nexus
- All goals have dependency goals
- Some goals have significant constraints



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.



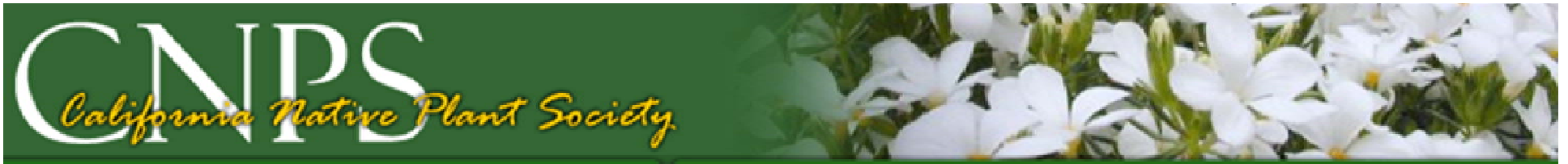
Improve Information & Data Delivery

Primary program nexus:

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

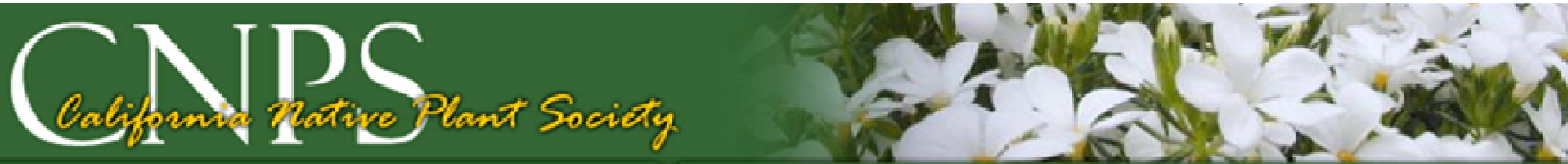
Resource Constraints:

- ✓Funding
- ✓Database administrator staff resources



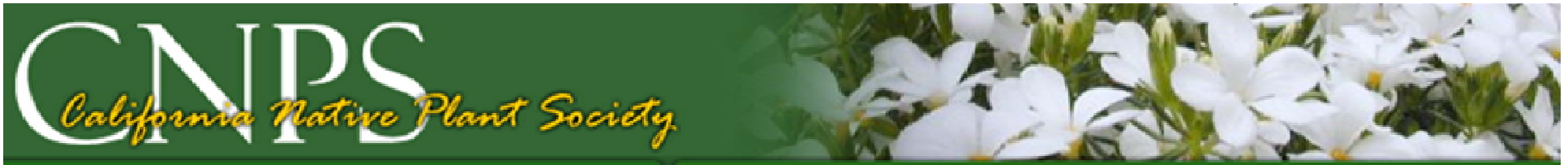
Improve Information & Data Delivery

- ■ **Online Inventory** – More revisions soon
- ■ **RP Program Assistant** – DFG has provided funds, Danny Slakey hired.
- ■ **Rare Plant Treasure Hunt** – Rare Plant Program continues to support – 3 trips attended.
- ■ **California Rare Plant Ranks, aka CNPS Lists**
 - Name change in effect.



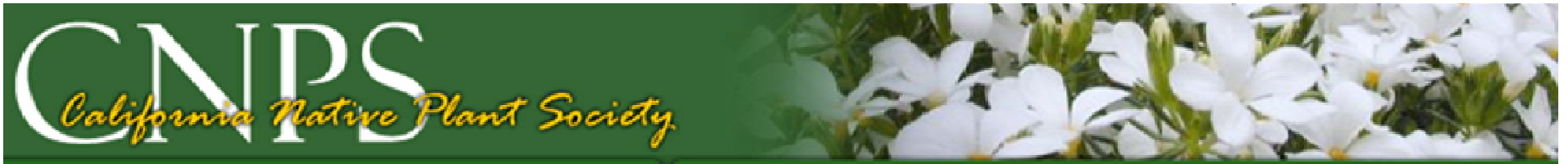
Improve Information & Data Delivery

Project/Description	Funded By	Surveys	Alliances	Assns	Acres
Alluvial Scrub <i>Combining new and legacy data to categorize types and identify plant restoration palettes</i>	USFS & Riverside-Corona RCD		12	14 5 new	
Carrizo Plain N. Monument <i>Map and delineate vegetation and site characteristics</i>	BLM	300			161,513
Grasslands Research <i>Classifying 500+ surveys; new surveys in Kern, Madera, SLO Counties</i>	NRCS Innovation Grant	109	16 4 new	49 38 new	
S. Sierra Nevada Foothills <i>Survey/complete vegetation map; submit to DFG/Bios for public use</i>	Private Donation				11,600
Mojave Network Veg Map <i>Analyze NP data (2000 records) and classify vegetation for maps; data from Joshua Tree, Death Valley, Lake Mead, Mojave Preserve</i>	National Park Service			330 4 new 25+ new	
Fen Research - Tahoe Basin <i>Survey and map 14 fen sites and analyze data for 49 sites</i>	USFS-SNPLMA		2 new	10 new	14 sites
Fen Research - Shasta Trinity <i>Surveying fens, mapping meadows, identifying rare plant associations.</i>	USFS- Region 5	21			
Fens - Washoe Meadows <i>Survey fens and wet meadows in 6 locations within the park</i>	Dept Parks and Recreation	13			



Improve Information & Data Delivery

- ■ **Rare Plant Communities** — mapping rare cypress in Marin, Napa & Sonoma Counties, looking for chapter involvement.
- ■ **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.



Improve Information & Delivery

■ ■ Horticulture –

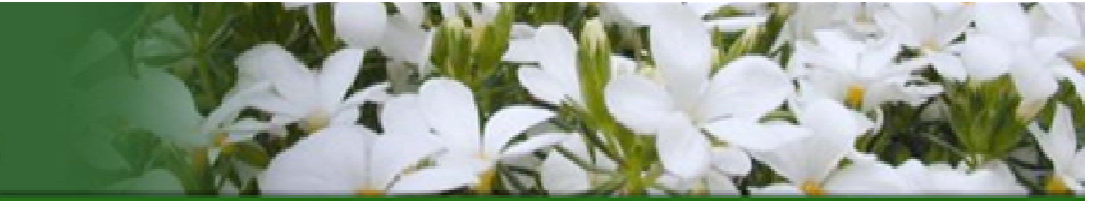
- Database project on hold.
- Proposal for program development is on hold due to staff resource constraints (conference and other program funding needs).

■ **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.



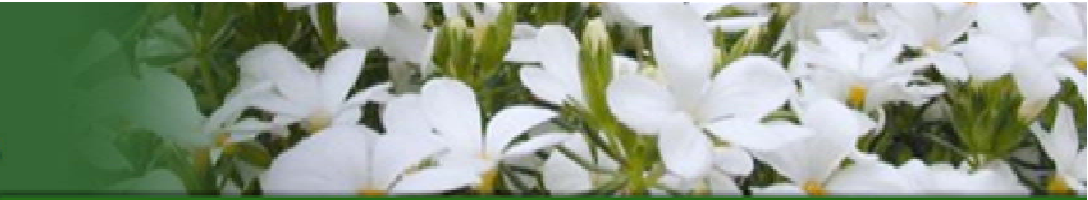
Promote Conservation

Primary program nexus:

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

Resource Constraints:

- ✓ Funding for dedicated staff
- ✓ Volunteer resources

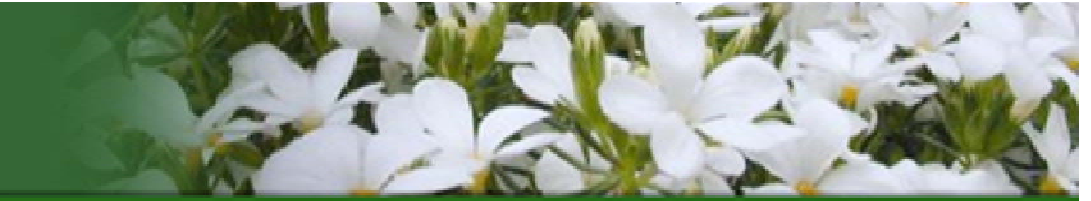


Promote Conservation

- ■ **Conservation – Renewable Energy Projects**
 - Walker Ridge – BLM has delayed DEIS to Sept 30.
- ■ **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; CNPS evaluating merits of joining

■ ■ THP/NPPA – pursuing fee based funding approach

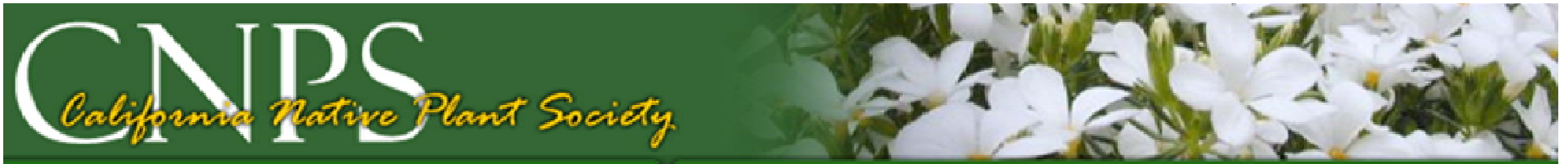
■ ■ Listing Petitions –process for vetting CNPS submittals

■ ■ So. California Forests Lawsuit Settlement

– Greg representing CNPS interests in settlement discussions.

Outcomes to date:

1. Criteria developed for route evaluation
2. Priority list developed for route closure or restoration.



Promote Conservation - Outreach

- ■ **E-News** – see August issue on the web.
- **Center for Plant Conservation** – Greg is involved in outreach and planning for a special issue on California Flora.
- ■ **Conservation Calls** – continuing...first Tuesday, every month 10:00 am to noon.
- **CEQA Challenges** – Three exemption bills in play:
 - Simitian's AB 226, Wolk's SB 616, and AEG Stadium Bill – LA Stadium Exemption.

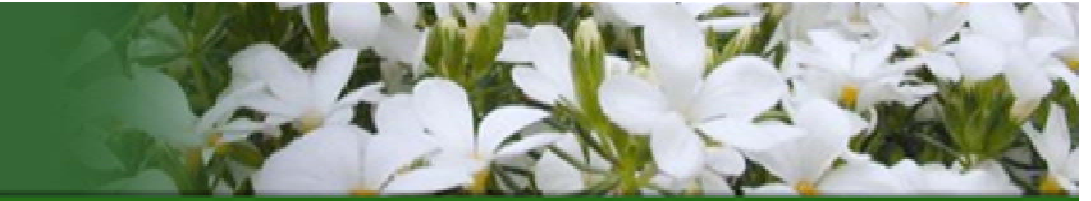


Connect with People & Organizations

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 –

- On hiatus; assisting with ad hoc communications

■ ■ Native Plant Week 2012

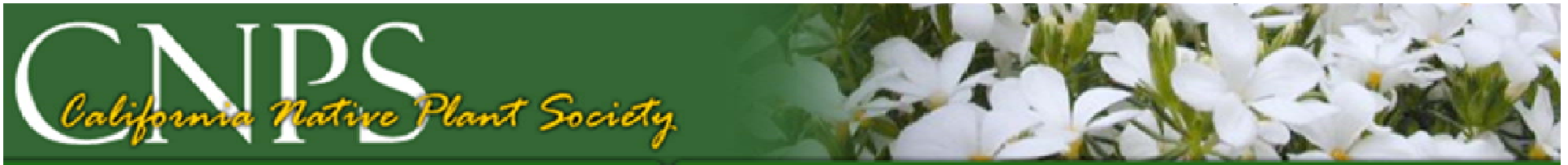
- Call for statewide committee members!

■ ■ Social Media – Facebook and e-news

- Subscription continues to increase

■ ■ 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
- Plan provides template messaging for public 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 –

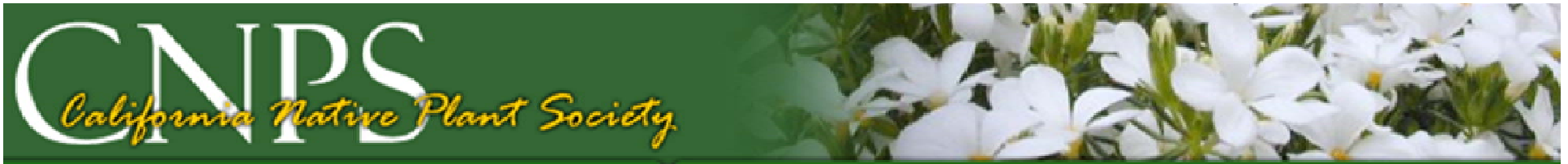
- US Forest Service
- Bureau of Land Management
- NRCS (National Resource Conservation Service)
- National Park Service
- Department of Fish and Game – Bios Branch (Veg Camp)
- Sierra Nevada Conservancy
- Various Land Trusts
- Tejon Ranch Conservancy – grasslands research
- ESRI - Environmental Systems Research Institute
- CGNA – California Native Grasslands Association
- Caltrans



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



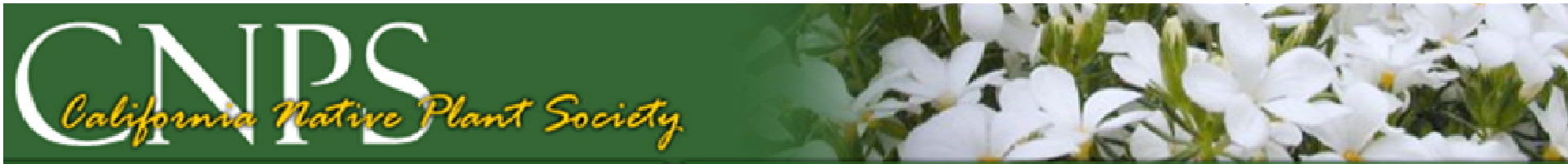
Connect with People & Organizations

■ ■ Legislative

- Planning and Conservation League – CEQA and other major issues
- Key Legislative Officials and Staff
- Other partners as legislative issues arise

■ ■ 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.



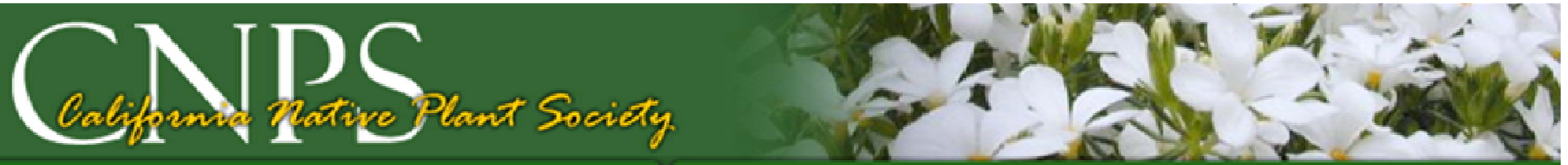
Expand Resources & Infrastructure

Primary program nexus:

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

Resource Constraints:

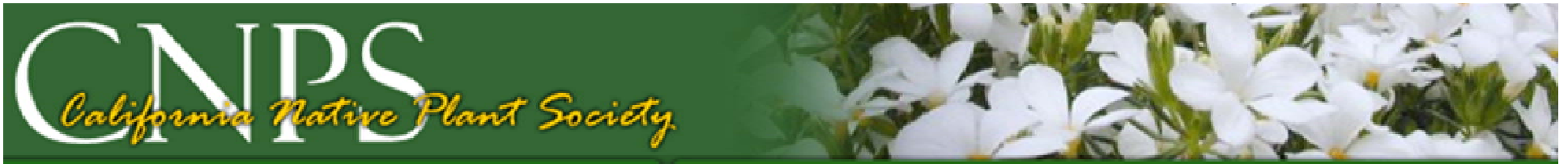
- ✓ Funding for development staff
- ✓ Funding for program expansion
- ✓ Administrative staff capacity
- ✓ Quantifiable program results



Expand Resources & Infrastructure

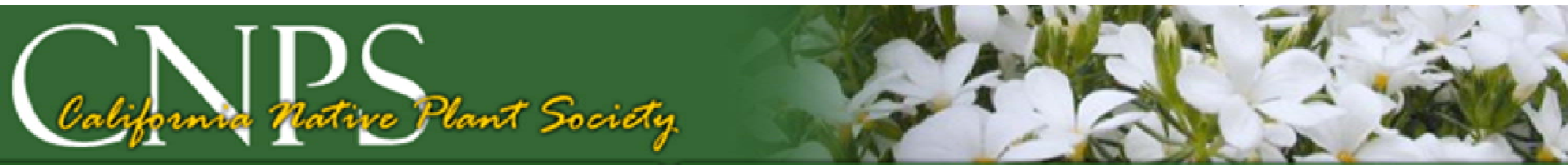
Progress in all of the other 13 goals contribute to success of this goal.

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 – \$300K operational shortfall to fund.
- ■ **Foundation cultivation** - ongoing – six proposals drafted and submitted so far this year for conservation – none approved.
- ■ **Major Donor Events** – central office will look to start planning major donor events in 2012.

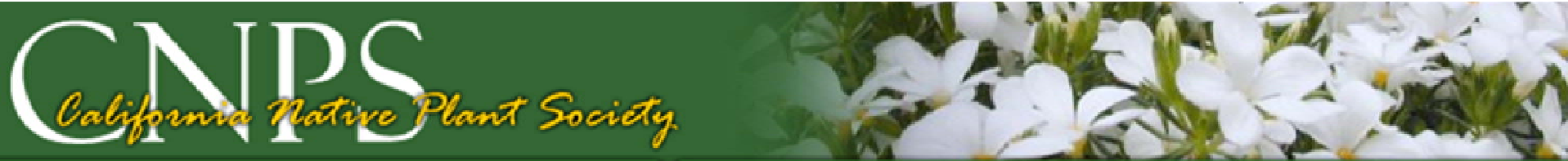


Expand Resources & Infrastructures

■ ■ Development Income – Trends

Increasing slightly , but not fast enough to keep up with expenses

Trend	Year/5 Year Trend	Comments
Peak Donations	2007-08	Included fundraising for the Conservation Director of 32K
Peak Membership Dollars	2008-09	Included memberships associated with the 2009 Conference
Overall Membership \$\$	Up 13%	Over the 5 year period
Bequests	Average \$234K	Average over the 5 year period
Earmarked Donations	Up 130%	More than doubled over the five year period
Unrestricted Major Donor	Down 69%	Difference of 69K in 2010-11 vs 2007-08
Regular Appeals – General Fund	Up 61% over 07-08 Up 71% over 09-10	Combined unsolicited/unrestricted w/regular appeals. The difference is a \$28.8K increase from 07-08, but up 32K in 2010-11 over 2009-10.
Total Donations	Up 9% over 07-08	Difference of 16K
Total Donations	Up 2% / 5 yr avg	Difference of \$4,390 in 2010-11 over the 5 year average



Expand Resources & Infrastructures

■ ■ Development Income – Trends

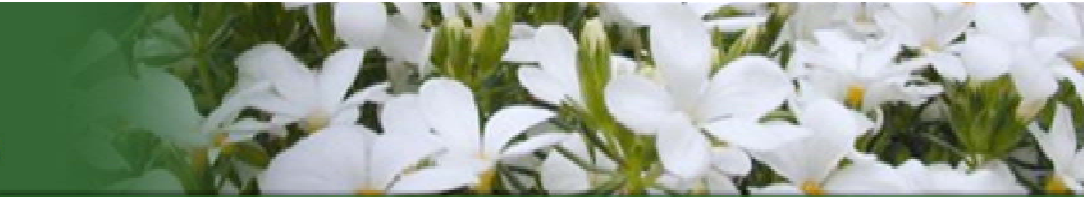
Increasing, but not fast enough to keep up with expenses

	Inc/Dec	
	Last 5 Years	% of Change
Total Membership	47,566	13%
Earthshare	3,874	32%
Fdtn/Grants	varies	
Earmarked Grants	varies	
Bequests	varies	
Unrestricted Donations	11,174	147%
Lapsed Appeal		
Earmarked Donations	43,260	104%
Major Donor	(65,509)	-67%
Appeals	16,962	43%
Total Donations	6,132	3%

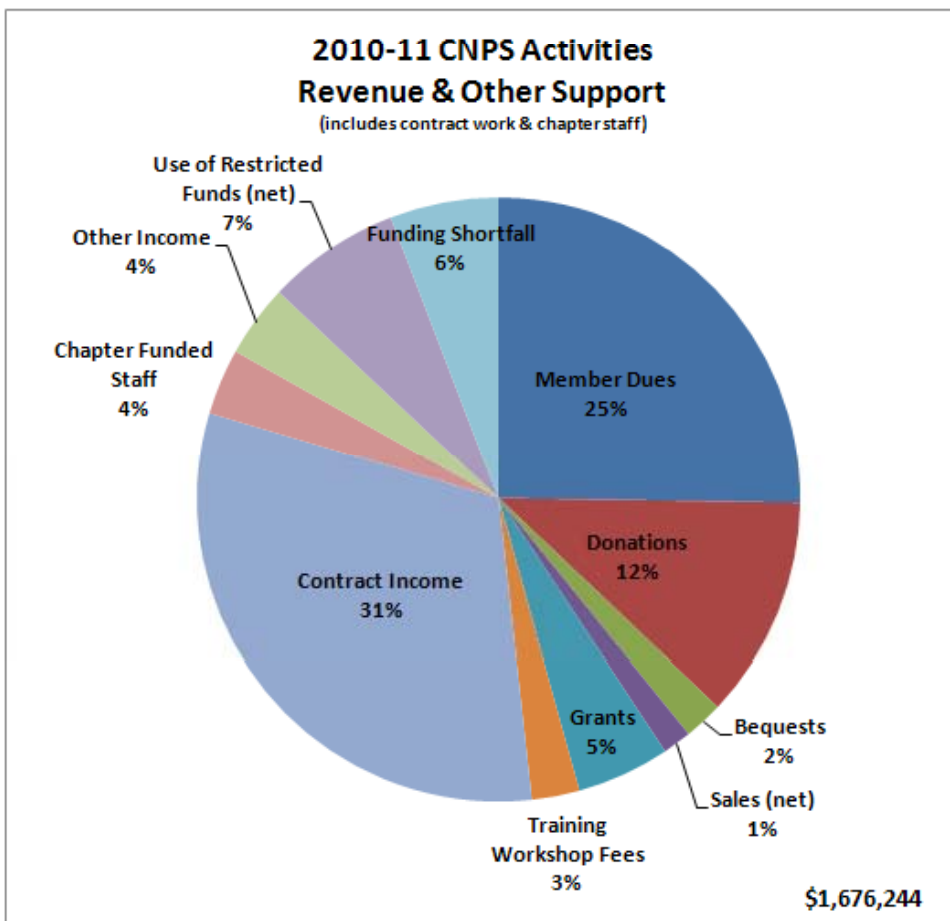
Membership:
Peaked in 2008-2009

Membership revenue has decreased by 2% (9,766) since 2008-09.

With major donor contributions moving to earmarked donations for special projects, how will we fund essential infrastructure?



Administration & Finance



2010 - 2011 CNPS Activities

(incl. contracts & chapter staff)

Statement of Activities

Revenues

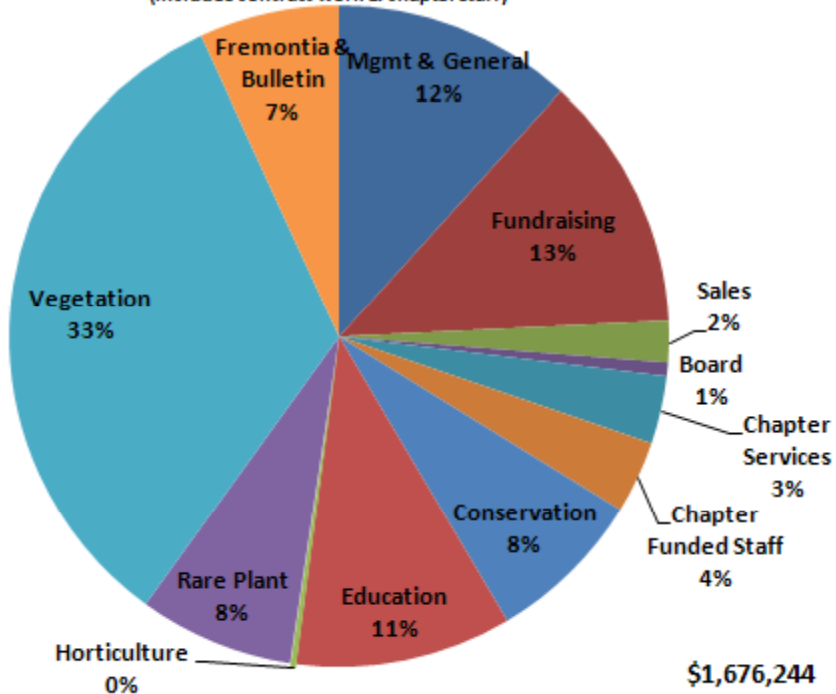
Revenue & Other Support

Member Dues	\$423,148
Donations	\$198,440
Bequests	\$35,000
Sales (net)	\$25,897
Grants	\$83,500
Training Workshop Fees	\$42,740
Contract Income	\$525,790
Chapter Funded Staff	\$59,538
Other Income	\$65,064
Use of Restricted Funds (net)	\$119,775
Funding Shortfall	<u>\$97,352</u>
Total Revenue & Other Support	1,676,244



Administration & Finance

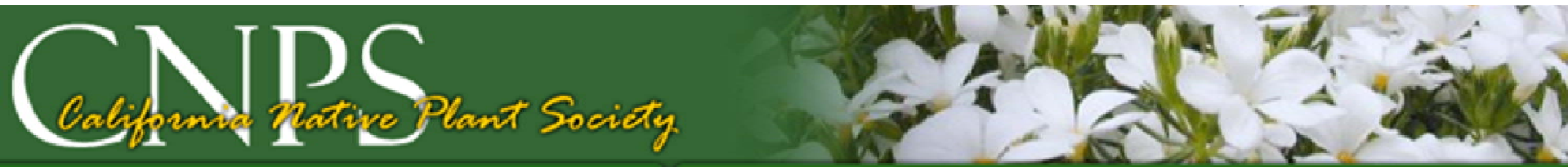
2010-11 CNPS Activities
Program & Administrative Expenses
(includes contract work & chapter staff)



Expenses

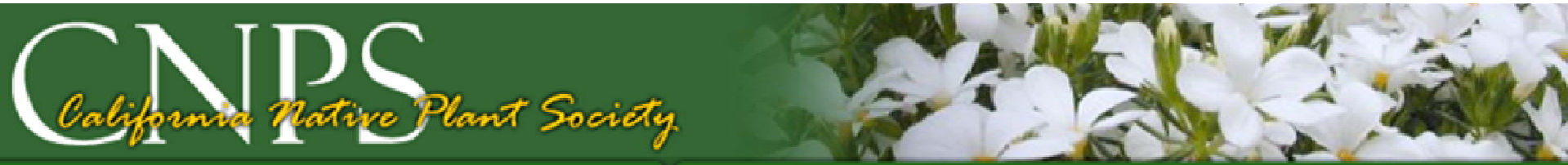
Program & Administrative Expenses

Mgmt & General	196,489
Fundraising	209,580
Sales	34,117
Board	10,979
Chapter Services	55,531
Chapter Funded Staff	59,538
Conservation	129,252
Education	177,769
Horticulture	4,806
Rare Plant	127,236
Vegetation	555,739
Fremontia & Bulletin	115,208
Total Administrative Expenses	1,676,244






Expand Resources and Infrastructure

Project/Outcomes	Description	Start Date	Status
Member Database Conversion	Convert all existing data to new host data system	Jun-09	Complete
	<i>Expand membership data and fundraising capabilities for size & growth of CNPS</i>		
Accounting Conversion	Re-configure and upgrade entire accounting system	Jan-10	Complete
	<i>Expand accounting capability to accommodate size & growth of CNPS</i>		
Annual Report 2009-2010 -	Public communication of annual results	May-11	Complete
	<i>Informs the public about CNPS Results and Outcomes</i>		
Directory Updates -	Migrate the directory data to the member database	Sep-10	Complete
	<i>Improves efficiency/increases capacity within the administrative office</i>		
RE Member Communications -	Migrated membership communications to Razers Edge	Jul-11	Complete
	<i>Improves efficiency/increases capacity within the administrative office</i>		
Web Interface Upgrade -	Adds new interactive online tools for members	Jan-11	Complete
	<i>Improves service delivery and expands membership communication/interaction</i>		
Electronic Renewal Notices	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>		
E-News Migration	Migrated e-newsletter to Razer's Edge	Jun-11	Complete
	<i>Allows distribution of the e-newsletter directly from the membership database</i>		
Web Conference Registration -	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

Project/Outcomes	Description	Start Date	Status
 CNPS History Project -	Recognize CNPS milestones and volunteers on the web	Aug-11	Out of the gate
	<i>Recognizes CNPS grassroots origins and volunteer contributions</i>		
 Bulletin Going Electronic	Planned conversion from paper to electronic delivery		Approved
	<i>Reduces CNPS print/mail costs</i>		
 Annual Report 2010-2011 -	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
 - Annual financial reports – due by April 21st
 - Quarterly sales tax – were due by Oct 21st
- 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

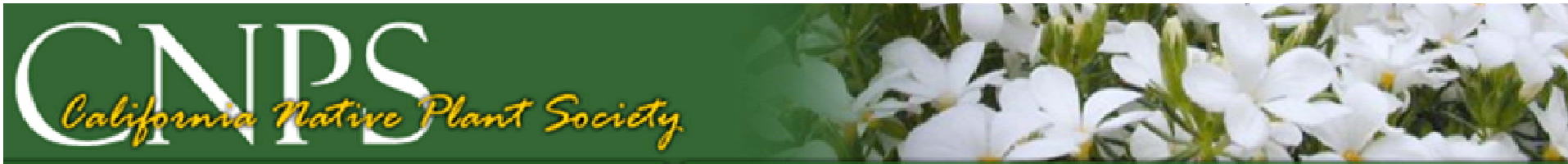


Expand Resources & Infrastructure

■ ■ Finance – Year End Reporting

- 2010-11 fiscal year audit has been scheduled for late September 2011.
- Reimbursement Requests – Submit requests within 14 days of the activity date.
 - **Requests submitted more than 30 days after the event will not be reimbursed.**

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

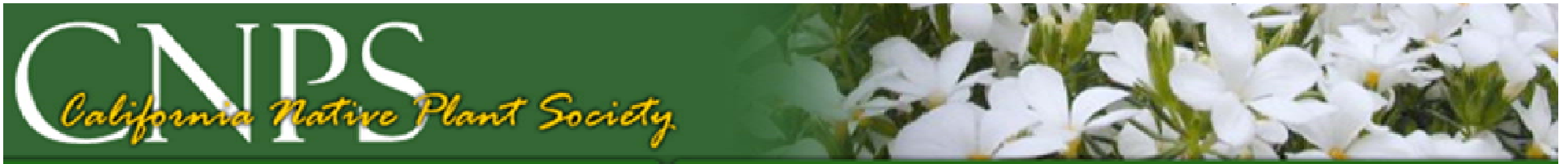
■ ■ Horticulture Program Proposal –

- Draft proposal for program is on hold – resources re-allocated to other program fundraising.
 - Full time Horticulture Director and database coordinator
 - Access and customization of a horticulture database

■ ■ Horticulture Newsletter – great material!

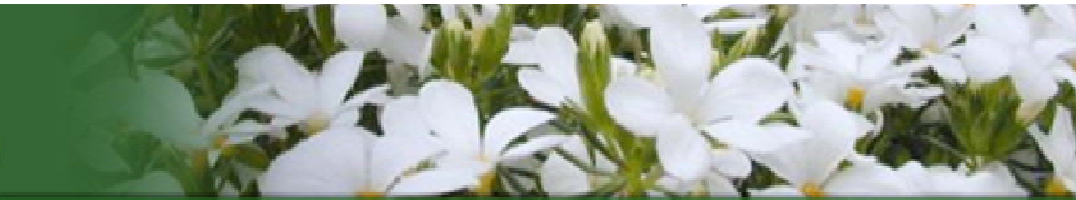
■ ■ Horticulture Blog

- 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.



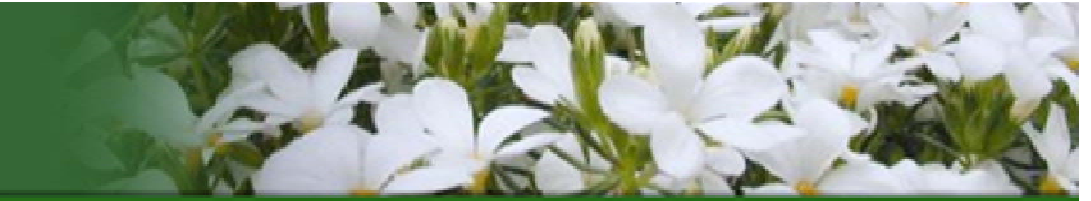
Attracting, Informing & Energizing People

Primary program nexus:

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

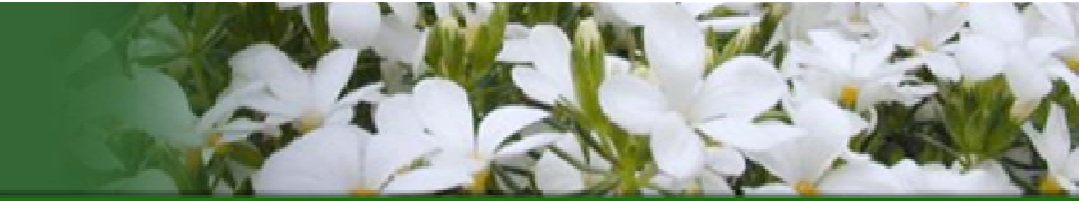
Resource Constraints?

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



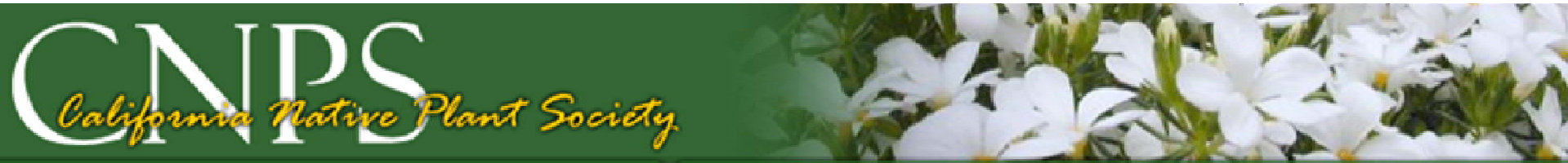
Attracting, Informing & Energizing People

- ■ **Education – Plant Science Training Workshops**
 - Schedule for 2012 includes 15 workshops scheduled during the 2012 conference in San Diego.
 - 2011 season is wrapping up with workshop in the Mojave.
- ■ **Education – 2012 Conservation Conference**
 - See website for updates
- ■ **2009 Conference Proceedings** – Thanks to the heroic efforts of Holly Forbes, the Proceedings Committee, and RSABG, the Proceedings will be available for sale near the end of September.



Attracting, Informing & Energizing People

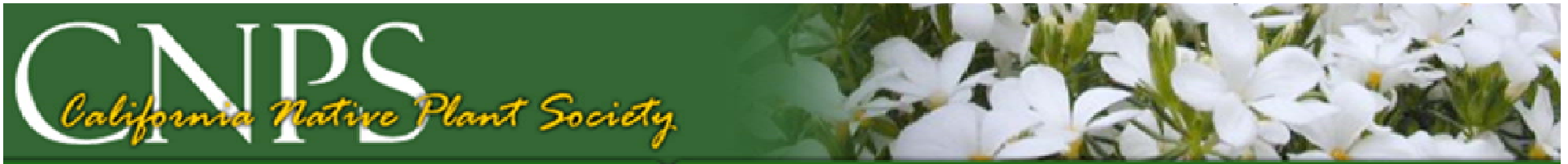
- ■ **Conservation** – chapter calls/messaging
 - William Hamilton – new Conservation Communication staff
- ■ **Education** – Curriculum development
 - Over 485 downloads of the curriculum
- ■ **Education** – Rare Plant Treasure Hunt - Desert
 - NFWF has invited us to submit a full proposal for 2012
- ■ **Education** – RP Treasure Hunt – Statewide
 - Funding to continue the project is depleted.



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Rare Plant Treasure Hunt Results

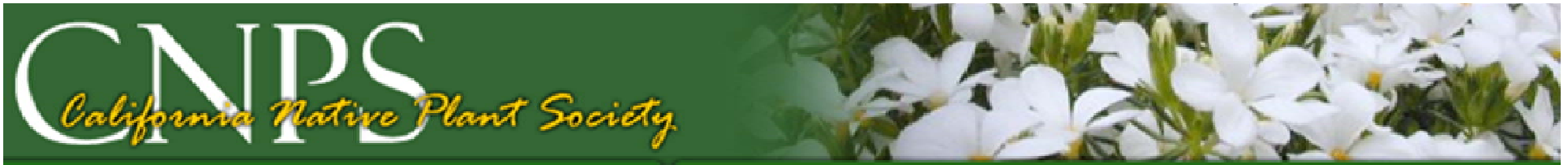
Type	Statewide RPTH (all but deserts)	CA Deserts RPTH
Occurrences reported	155	153
New occurrences	34%	58%
Historical occurrences	32%	26%
Recent occurrences	21%	3%
Negative (not found) occurrences	5%	13%
Status or Identification undetermined	8%	0%
CA Rare Plant Rank (CRPR) 1B	76%	40%
Rank 2	5%	31%
Rank 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)



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■ Co- Hosted State / Chapter Events –

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



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■ ■ **Membership – Chapter Membership Reports**

- Project to improve and streamline reports is in progress
- Stacey has developed a chapter instruction guide that is under review – guide will provide quick tips for sorting, using information provided to chapters on membership.

■ **Membership – Planned appeals**

- We are planning to run membership appeals to Facebook members as well as e-news recipients in September.

■ **RSABG / CNPS Promotion** – Appeals went out in August and we have a few new members!



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■ ■ **Membership – Growth Trends**

- 238 net new memberships added last year
- Napa Valley had the highest percentage of growth @ 27%
- East Bay had the highest # of net new members added – 44
- Year to date trends show net membership down by 189 members, negative 2.2%.



QUESTIONS? FEEDBACK?