



CNPS Quarterly Report Performance Indicators

Green

Yellow

Red

Priorities, Achievements,
Weaknesses

Presentation and Feedback

Bylaws: CC evaluates Board
Performance, Org Health



Helpful Information

Green

Yellow

Red

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.

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



Articles of Incorporation 1965

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.

Members

9,000 Members

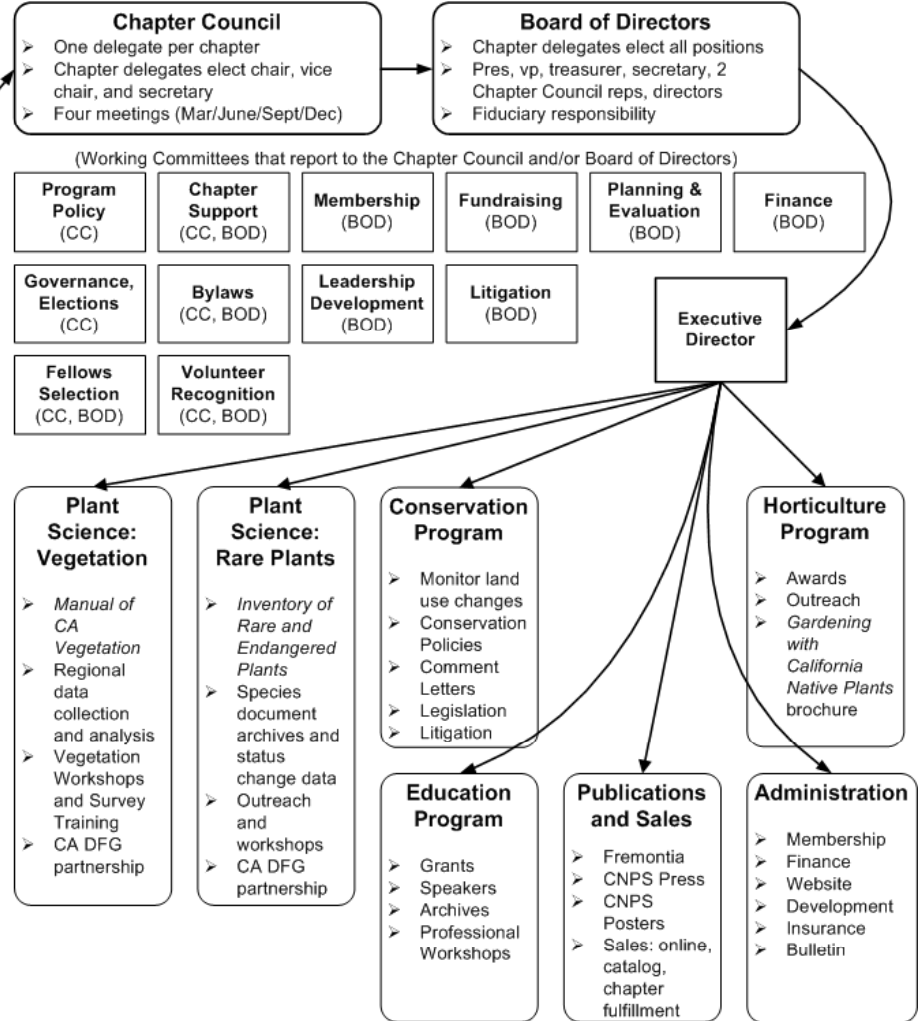
Volunteers contributed over 97,000 hours in recorded work activities for 2007

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

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

- ■ **Rare Plant Inventory** – Status reviews behind
- ■ **Rare Plant Program** – *2009 Proceedings*
- ■ **Vegetation** – MCV2 recognized! Sales hit 1,000
- ■ **Vegetation** – Grassland Research Projects – NRCS in progress analyzing 1,000 surveys, Marin-Sonoma, Tejon Ranch study likely.
- ■ **Vegetation** - Carrizo Plain, BLM Funded classification



Improve Information & Data Delivery

- ■ **Vegetation** – Northern Sierra Nevada
Foothills mapping is complete – 2.6 m acres!
- ■ **Vegetation** – Southern Sierra Nevada
Foothills - private funding, classification of
11,600 acres.
- ■ **Vegetation** – Fen research on USFS lands
- ■ **Vegetation** – Mojave NPS vegetation
mapping project – QC on 3,000 surveys
completed.



Improve Information & Delivery

- ■ **Rare Plant Online Inventory** – updated!
- ■ **MCV database upgrade** – \$41, 500 raised!
Need about \$10,000 more.
- ■ **Horticulture** – database project on hold. Small group is working on a proposal for program development that will be evaluated by the full Horticulture Committee this weekend.



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**
 - Desert Projects – Tribes filed suit on 6 projects
 - Ivanpah – Western Watersheds filed suit for Desert Tortoise impacts
 - Calico – Sierra Club filed suit for Desert Tortoise
 - Walker Ridge – CNPS submitted ACEC petition
- ■ **Conservation – DRECP**
 - Greg continues to attend monthly meetings
 - Another 800,000 released for WEMO veg mapping



Promote Conservation

- ■ **Conservation – Timber Harvest Plans**
 - Greg hosted a Strategy Planning Roundtable in January with 15 attendees including both attorneys, Vern Goehring, Chapter expert Jen Kalt.
 - Discussion on native plant conservation laws – identified areas where legal clarification is needed.

■ **Outcome:**

Action strategy developed and moving forward
Some legal work has been authorized



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 - Communication Plan

– V 1.0 Adopted in February, on the website!

■ ■ Native Plant Week

– 3rd Week of April – see website for information

■ ■ Social Media – Facebook and e-news

– Subscribership continues to increase

■ ■ Publications – Bulletin going electronic?

■ ■ Publications – *Fremontia* – back on track



Connect with People & Organizations

■ ■ Marketing/Branding – Web template

- First chapter site is up at <http://nsj.cnps.org>
- Monterey Chapter is next
- Next Chapter?

■ ■ Marketing/Branding – Logo

- Alternatives being explored? On hold?

■ ■ Marketing – Communications Plan!

- Implement cohesive messaging throughout CNPS.



Connect with People & Organizations

■ ■ Conservation Connections

– 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 Connections –

– 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 Connections & Working Partners—

- 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
- Department of Fish & Game – Bios Branch



Connect with People & Organizations

■ ■ Education Connections & Working Partners –

- 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)
- California Native Grasslands
- 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



Expanding Resources & Infrastructure

■ ■ Economies of Scale ~ Benefit of Growth

- No matter how big the organization gets, you only need 1 ED, 1 Conservation Director, 1 Education Director, 1 donor database, and so forth.
- Management costs may increase marginally, but do not double when the organization doubles in size.
- With a larger organization / larger membership, these costs are spread out and diluted over a larger, stable revenue base, allowing a greater portion of funds to be dedicated to program work.



Expand Resources & Infrastructure

- ■ **Development** - Grants and Program Planning
- **Development** – Strong results for fall appeal!
- ■ **Development** - Foundation cultivation for program projects and expansion underway.
- **Conservation** - Communications Intern
 - Thank you to Chapters for helping to fund this!
- ■ **Education** – Rare Plant Treasure Hunt
 - expands Education program – new NFWF grant!



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.



Expand Resources & Infrastructure

■ ■ Fund Development Committee

- Annual planning meeting on March 11

■ ■ Fall Appeal – strong results

■ ■ Program Planning – In full swing monthly

■ ■ Major Donor Plan/Program –

- Board members have been participating
- Sandy McCoy organizing as Fund Development Chair

■ ■ Foundation Cultivation –

- Grant proposals being developed, progressing slowly



Expand Resources and Infrastructure

■ ■ Administration – Technology Infrastructure

- Web interface upgrade and other plug-ins improves donation and giving pages and allows for member log-in for future plug-ins, like volunteer time tracking.
- Event module implementation – allows online seamless registration for conference and workshops. May have other applications in the future.
- Directory technical migration – provides improved efficiency and capacity.
- Improved membership reports & instruction guide



Expand Resources and Infrastructure

■ ■ Administration – Leadership roundtable

- Introduce monthly or quarterly calls on topics of interest /important to chapters:
 - Problem resolution
 - Volunteer recruitment
 - Chapter staff – common HR questions and challenges
 - Other?



Expand Resources & Infrastructure

■ ■ Finance – It's the law!

- Chapter financial reporting
 - 1099's must be issued for chapter contractor services
 - Annual financial reports – due by April 21st
 - Quarterly sales tax – due by April 21st
- Raffles – new policy in progress.
- Staff – any chapter hires must go through the State Finance & Administration manager.



Expand Resources & Infrastructure

■ ■ Finance – Year End Reporting

- Tax Returns for fiscal year ending 3/31/2010 filed.
 - Audit was completed.
- 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 –

- A draft proposal for full development of the program being evaluated. Includes the following:
 - Full time Horticulture Director
 - Access and customization of a horticulture database
 - Database Coordinator

■ ■ 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

- ■ **Conservation** – chapter calls back on track
 - Allen Tolleth is helping to plan and organize
- ■ **Education** – Curriculum development
 - Available for testing, download from CNPS website
- ■ **Education** – Rare Plant Treasure Hunt - Desert
 - NFWF grant awarded! Project will continue this year!
- ■ **Education** – RP Treasure Hunt – Statewide
 - Funding to continue the project is uncertain



Attracting, Informing & Energizing People

- ■ **Education** – Plant Science Training Workshops
 - Schedule for 2011 has been posted
- ■ **Education** – 2012 Conservation Conference
 - Sponsor appeal letters and packets have been finalized
 - Steering Committee members are contacting sponsors
 - Conference Planner has been hired in San Diego
- ■ **Vegetation** – chapter workshops
 - Rare Plant Communities workshop for So. Cal Chapters
 - More planned for spring 2011



Attracting, Informing & Energizing People

Membership – Chapter Grants

- Funding not available for 2011-2012

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 – Lapsed member calls

- Resources for this project had to be reallocated – no funding for additional staff support.



Attracting, Informing & Energizing People

- ■ **Membership – New Member Gift Incentives**
 - We still have bags in stock –for new memberships ONLY
 - Please provide Stacey with an update on results
- ■ **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
- **New! - Membership Dues Sharing Program**
 - % of dues revenue returned to chapters



QUESTIONS? FEEDBACK?