

CALIFORNIA NATIVE PLANT SOCIETY

Mission and Vision Adopted by Chapter Council December 6, 2009

MISSION STATEMENT

[The mission of the California Native Plant Society is] To conserve California native plants and their natural habitats, and increase understanding, appreciation, and horticultural use of native plants.

VISION STATEMENT

CNPS envisions a future where:

- Californians actively support the Society's mission, which is accomplished through education, plant science, advocacy, land stewardship and native plant gardening.
- Californians value native plants, plant communities and healthy ecosystems as essential to the well being of all living things.
- Californians can experience native plants throughout the state, in natural environments and human-made landscapes.
- California's extensive and interconnected natural habitats are preserved.
- CNPS is the leader for providing reliable information on California native plants and plant conservation. Comprehensive information about California's flora and vegetation communities is available throughout the state for conservation and educational purposes.
- CNPS's leadership influences personal ethics and actions, as well as public policy for native plant protection.

Program and Capacity Goals Adopted by Chapter Council March 13, 2010

PROGRAM AND CAPACITY GOALS

2010-2012

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.

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.

Continue to expand native plant information delivery systems within and outside of CNPS.

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.

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.

Promote, support and encourage ecologically based land stewardship activities and practices.

Strengthen the network of people involved in native plant protection.

Increase the involvement in and effectiveness of local chapters.

Develop a more consistent and cohesive public face throughout the organization.

Mobilize a committed, diverse and effective pool of people to actively support CNPS.

Expand CNPS's membership to 15,000 members by 2012.

Develop stable and sufficient financial resources.

Continue to improve organizational infrastructure as necessary to support the growth of the organization and maintain professional and ethical operations.

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.

PRIORITY SETTING FOR THE GOALS

All goals were viewed as important and valuable to pursue. The following five goals were identified as the highest priority for achievement:

- Increase public awareness about the importance of native plants and natural habitats and the need to protect them by expanding the resources of the educational and conservation programs
- 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.
- 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.
- Develop stable and sufficient financial resources.
- Expand CNPS's membership to 15,000 members by 2012.