



Society for Range Management

ARIZONA SECTION

Strategic Plan

Vision:

A well-trained and highly motivated group of professionals and rangeland users working with productive sustainable rangeland ecosystems.

Mission:

Providing leadership for the stewardship of rangelands based on sound ecological principles.

Arizona SRM

Vision Statement

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Mission Statement

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Strategy

Building the sustainability and scope of the Arizona Section by focusing on Membership, Public Education and Rangeland Science and Advocacy.



Strategic Goal One:

Membership Development

Objective 1.1

1. Improve efforts to recruit and retain members
 - a. Recognize and award members and nonmembers who have made outstanding contributions to the science and art of rangeland resource management
 - b. Enhance Communications and Outreach –
 - i. *“Continually monitor and update Website, Facebook, Twitter, and other social media outlets so they provide current and relevant member services, and, that increase the efficiency and effectiveness of SRM operations; Committees designate a Technology Liaison (TL) who is responsible for updating their portion of the website”*
 1. *Revamp website (good examples: Nevada, Washington, etc.)*
 - ii. AZ SRM Newsletter – provide useful information and keep members up-to-date on events and meetings

Objective 1.2

2. Increasing diversity and inclusivity of Arizona SRM membership
 - a. Outreach - Target a marketing strategy for outreach and promote face-to-face recruitment.
 - b. Holding tours on tribal lands, Hispanic operations, woman run operations, etc.
 - c. Recruitment of livestock/agricultural producers
 - d. Youth & Student Development
 - i. NRCWAY
 - ii. Funding support – NRCWAY, scholarships, etc.
 - iii. Applicable social media postings (Idea: awards through social media quizzes)

Objective 1.3

3. Collaboration
 - a. Continue to engage outside/other societies
 - b. Facilitate joint meetings with other sections



Strategic Goal Two:

Public Education

Objective 2.1

1. Pursue media avenues to inform the public about AZSRM and range management
 - a. Radio
 - b. Social Media
 - c. Print/Newspaper
 - d. Develop a marketing budget

Objective 2.2

2. Engage/incorporate members or speakers with influence from the political, industry, advocacy or educational domains.
 - a. Invite and accompany news reporters, state legislators, Congressional Staffers, policy makers, etc. to AZSRM meetings, tours, forums, etc.

Objective 2.3

3. NRCWAY
 - a. Encourage and recruit youth to attend NRCWAY
 - b. Educate teachers/parents on the benefits of sending youth to NRCWAY



Strategic Goal Three:

Rangeland Science and Advocacy

Objective 3.1

1. Ensure the best science is available and disseminated to all members. Share the knowledge, science and practical application of range management and associated practices/studies.
 - a. Winter and Summer Meetings
 - b. Tours
 - c. Newsletter
 - d. Social Media

Objective 3.2

2. Ensure/Highlight Arizona research is recognized
 - a. Spotlight a minimum of 2 research publications (from AZ?)
 - b. Spotlight a minimum of 2 ranchers implementing applied research (talk at annual meeting, interview, tour, etc.)

Objective 3.2

3. Represent AZSRM at other agency/society functions. AZSRM will serve as the interface between ranchers, range specialists, researchers and conservationists.
 - a. Have a table at Arizona Annual Cattle Growers Meetings, County Cattle Growers meetings, etc.
 - b. Ensure that we are a resource that is available to local land managing entities (AACD, NRCDs, ASG&F, AZ Farm Bureau, etc.)

