



Jefferson County Farmland Protection Board

Strategic Plan Summary

The Farmland Protection Board established a strategic plan in 2014 and updated it in a formal review in 2019. The plan identified key programmatic areas, as detailed below.

Programmatic Priorities

1. **CONSERVATION:** To protect the most important farmland in Jefferson County.
 - a. Enhance customer service. Cultivate strong relationships with landowners and farmers.
 - b. Be collaborative. Continue to cultivate and nurture strategic partnerships with the Natural Resources Conservation Service, the American Battlefield Protection Program, Land Trust of the Eastern Panhandle, conservation groups, Farm Bureau, WVU Extension, public officials, real estate, finance and law professionals, and others to advance our mission.
 - c. Balance proactive with responsive work. Develop a conservation plan to guide our efforts.
 - d. Stay current. Continue to collect county data and follow the trends and statistics on farm size, farm economics, real estate transactions, land use policy and other issues that affect our work.

2. **COMMUNICATIONS / EDUCATION:** Ensure the public in Jefferson County clearly understands and values the work of the Farmland Protection Board.
 - e. Increase visibility. Develop strategies to raise our profile and connect potential supporters to our work.

f. Make the case. Develop a case statement that presents the compelling reasons for community support of our work.

g. Teach as we go. Provide opportunities for our supporters and the general public to learn about our work and about our organization.

3. STEWARDSHIP: Provide efficient and effective conservation easement management for the long-term protection of farmland.

h. Provide clear guidelines. Produce and distribute general stewardship guidelines for landowners.

i. Monitor easements. Undertake regular and effective monitoring of easements in cooperation with landowners and farmers.

j. Build community. Link owners of protected properties to share stewardship information, foster mentoring, mutual assistance

Organizational Priorities

4. FUNDING: Ensure the Farmland Protection Board has sufficient financial resources to accomplish its work.

k. Enhance the fundraising infrastructure. Develop the plans and systems needed for effective fundraising.

l. Build a constituency. Define the characteristics of people or institutions most likely to support the Farmland Protection Board financially.

m. Cultivate relationships with individual donors and corporations that have interests here.

n. Diversify revenues. Explore and weigh the potential for generating earned revenue against any associated potential costs.

o. Engage the board of directors in building relationships that connect the organization to funding sources.

p. Target grants. Strategically submit grant proposals that fund capacity growth and special projects within the interest of the grant maker.

5. OPERATIONS: The Farmland Protection Board conducts its business operations purposefully.

q. Deepen board knowledge. Ensure the board of directors remains current on the

organization's programs and policies.

r. Ensure sound operations. Maintain the highest standard of ethical business conduct of the Board and Farmland Protection Program by following the law, preserving confidentiality, and avoiding conflict of interest

s. Manage our records. Maintain the highest standard of information management and record keeping.

t. Ensure good customer service. Serve our constituents with the highest level of responsiveness, integrity, and professional service.