

STRATEGIC FOCUS 1: Support and facilitate the creation and dissemination of conservation science		
Goal (the Why)	Objective (the How)	Activities (the What)
Support and facilitate creation of conservation science to inform practice and policy	Fund more practice & policy conservation research via sub-units of	Put on science-art exhibitions at ICCB and regional conferences
		Fund targeted Chapter grants
	Increase creation of original research via sub-units of Society	Organize research capacity-building workshop(s) at Congresses
		Fund awards to leading researchers
Support and facilitate dissemination of conservation science	Increase and enable dissemination to and among conservation professionals	Education involvement/training
		Publish special issue derived from ICCB proceedings
		Support active, viable regional journals
		Maintain current SCB journals
		Support creation of new SCB journal
		Establish journal review standards for practical relevance of conservation research
		Regularly use SCB social media, inc. newsletters, Twitter, and Facebook
	Support resume e-mentoring for students	
	Increase and enable dissemination to policy-makers and other targeted members of the general public	Host workshop(s) on social media, press engagement, legislative engagement, etc. at Congresses
		Provide lay summaries of published articles
Organize public events at Congress		

Strategic Focus 2: Increase the application of science to management, policy, and education

Goal (the Why)	Objective (the How)	Activities (the What)
Increase application of conservation science to policy	Strategically develop and implement policy application outputs via Society sub-units	Use strategic policy gap analysis to inform prioritization of efforts
		Publish conference policy statement for Congresses
		Produce policy statements (multi-section policy initiatives, Smith Fellows annual policy piece)
	Enable members to engage in policy application	Provide workshop trainings to members at Congresses
Increase application of conservation science to management	Strategically develop conservation management outputs via Society sub-units	Develop (science-based) resources for managers
		Increase application of conservation science to education
Strategically enable members to engage in conservation education	Host training/workshop(s) for members at Congresses	
	Foster members' K-12 outreach	
	Host educator events/workshops/webinars outside meetings	
		Support Chapter workshops & mentoring

Strategic Focus 3: Strengthen SCB's sections to build international capacity

Goal (the Why)	Objective (the How)	Activities (the What)
Strengthen Section ability to be viable affiliate or chartered entities	Provide Section identity	Develop conservation projects in sections
	Ensure robust Section planning	Develop Section implementation/work plans
	Improve partnership processes btw EO & Sections	Maintain active affiliation/charter agreements, revisited years & revise as needed
	Build fundraising capacity	Develop fundraising plan and campaign(s)
Increase diversity of Section membership	Roster culture of equity, inclusion and diversity	Create diversity policies
	Increase membership and active engagement of early career & students	Increase undergraduate membership
		Increase membership of early career professionals
Foster more Chapters that are connected to Sections	Foster more Chapters that are connected to Sections	Early career conference plenaries
		Increased communication and collaboration btw Chapters & Sections
Host successful Section Congresses	Build consistent capacity to hold Congresses	Streamline chapter formation process
		Develop and maintain institutional memory of best practices, lessons learned, networks, etc.
	Attract and retain membership	Share Congress experiences between Sections
	Increase attendance and engagement of diverse attendees	

Strategic Focus 4: Serve the interests of all members

Goal (the Why)	Objective (the How)	Activities (the What)
Provide tangible mechanisms for member communications	Provide tangible mechanisms for member communications	Provide regular & responsive newsletters & social media activity
Enable engagement of in-need members for training and learning	Build mentorship program	Increase awareness of mentorship program to members, targeting in-need members
	Support in-need members, particularly student, to attend training courses at Congresses	Provide regular awards to diverse students to attend training
Provide professional resources	Provide array of useful professional services	Maintain and improve career center
		Maintain and improve expertise database
Enable efficacy of working groups	Enable increased efficacy of working groups	Develop model for WGs
		Foster WG/Section partnerships
		Foster WG collaboration with Chapters
Engage undergraduates in Society activities	Engage undergraduates in Society activities	Reach out to non-research institutions to increase membership
		Partner with student-oriented Chapters
		Offer undergraduate mentoring program
		Develop and maintain SCB student blog & run media competitions
Host successful ICCB's	Organize effective members' meetings	Make members' meetings more attractive and engaging
	Build consistent capacity to hold Congresses	Develop and maintain institutional memory of best practices, lessons learned, networks, etc.
	Attract and retain membership	
	Increase attendance and engagement of diverse attendees	

Strategic Focus 5: Build and maintain organizational capacity

Goal (the Why)	Objective (the How)	Activities (the What)
Maintain sound business and financial planning	Diversify income generating programs	Build specific, strategic fundraising campaigns
Use strategic planning to guide implementation	Use strategic planning to guide implementation	Partner with other NGO's to learn best practices
Reinforce commitment to diversity	Strengthen diversity of Society leadership and culture across levels	Develop codes of conduct and diversity statements
		Foster diversity in BOG representation
Build EO & BOG capacity	Build EO & BOG governance strengths as individuals within team environment	Support tailored professional development for staff
		Provide regular governance-oriented training for BOG
		Establish BOG mentorship protocol & pairings