

Chapter: Spring Creek Chapter, Trout Unlimited (SCCTU)

Effective Plan Dates: January 2017 through January 2022

SCCTU Mission:

The mission of the Spring Creek Chapter of Trout Unlimited is to conserve, protect, and restore Spring Creek's coldwater fishery and watershed

SCCTU Vision:

The SCCTU and strategy will focus on the Spring Creek watershed and explore opportunities in Bald Eagle watershed.

Conservation:

- Continue current protection activities:
 - Watershed monitoring programs (i.e. REDDS, PSEC, WRMP, Angler Survey)
 - Monitor legislation/permitting/compliance activity (Watershed Watch)
 - Stewardship of existing and future projects
 - Annual watershed cleanup
 - Conservation education (i.e. seminars, buffer buddies, etc.)
- New restoration projects:
 - Establish a Spring Creek watershed restoration plan
 - Focus on stormwater impacts
 - Implement four habitat projects in five years
 - Explore a restoration project in the Bald Eagle watershed

Communications

- Build a robust communication plan to ensure long term impact with current future and the local community
 - Refocus public relations committee to have a dedicated:
 - Webmaster
 - Newsletter
 - Social Media
 - Press releases
- Publish newsletter regularly
- Leverage free public & community advertising
 - Engage with Leadership Centre County
- Utilize communication at events to advertise SCCTU using flyers

Member Engagement

- Expand the activities and engagement opportunities to increase current and future membership participation:
- Monthly meeting occasionally at a variety of venues (outdoors etc.) and interests
- Promote “stream watch” to membership and recruit more volunteer monitors.
- Continue to promote and offer popular events (fly tying, casting, etc.) and partner with local fly shops
- Host sponsored events free to members and minimal fee to guests
- Continue to work with other organizations to co-sponsor events
- Develop a calendar of seasonal events

Fundraising

- Top three initiatives:
 - “Texas hold’em” or casino night
 - Focus on Planned giving (estate gifts)
 - Sponsorships for projects or overall
- Continue
 - Banquet, perhaps enhance with dance/ball
 - Enhance participation in Centre Gives
- Other ideas
 - TU on the fly
 - Spring creek run walk
 - 50/50
 - Crowd funding
 - Donation jars

Chapter Development

- Committee development top priority
 - Evaluate committee structure
 - Build strong committees
 - Hold meetings
- Leadership
 - Job training and mentorship
 - Create job descriptions
 - Board participation in PA TU
- Succession planning
 - Create a second VP

Appendices:

- Strengths
- Weaknesses
- Threats
- Opportunities

Strengths:

- Strong leadership/dedicated/synergistic
- Active chapter/many diverse projects (well rounded)
- Communication/website/social media
- Good relationships with other conservation groups
- Ability to involve new and diverse people
- Volunteer turnout*
- Relationships with local businesses
- History of successful stream improvement projects/legacy
- VSP program
- Well educated volunteers
- Successful banquet fundraising & Centre Gives
- Project execution
- Partnerships
- Women in leadership
- Financial strength
- Outreach - community/youth
- Good reputation/well recognized (strong brand)
- Watch dog
- Legislative

Weakness

- Lack of volunteers/chapter involvement – (committees limited)
- Public perception of TU. (Improve local outreach)
- TU image needs improvement within fishing community
- Age & active membership 50+, (need to recruit younger members)
- Chapter leadership limited backup/succession shakey
 - Recruitment & board membership/use skills
- Limited “fun” events. (get to know members)
- Banquet/fundraising limited returns for lot of effort
- Irregular schedule for newsletter/ keeping members informed
 - Communication efforts
- Increased emphasis by chapter on stormwater mgmt. and watershed
- Focus too much on conservation versus fishing
- Not enough participation in committees
- Only 2 working on watchdog and legislative issues

Threats

- Climate Change
- Age of volunteers
- Lack of member participation in leadership
- Need new executive officers short term
- Some members think we're straying from the original mission (i.e. fishing)
- Negative perception from government agencies
- Other conservation groups say we are too "fishy"
- Volunteer burn out
- Ability to obtain grants in competitive environment
- Competition for level fund raising
- Lack of construction and industry participation
- Uncooperative politicians
- Lack of youth members
- Well-funded opposition groups
- Reduced gov funding to conservation agencies
- Regulations impede conservation work
- PFBC adversarial relationship with some at PFBC
- Internal/opposition/lack of unity

Opportunities

- Expand projects to Bald Eagle and more
- Expand Spring Creek habitat improvements
- Outreach to high school and college
- Large untapped volunteer outreach
- Better fund raising through different mechanisms
- Enthusiastic community wanting to do the right thing and cares about environment
- Increase membership – advertise what we do publicity
- Spring Creek Watershed contained so focus on community advantage (capitalize on Spring Creek best known)
- YMCA opportunity leverage
- Women anglers
- Publicize TU
- Impact of Climate Change may result in more funding
- Increase partnership with other organizations as interest grows with local organizations institutions
- PSU resources
- Scouting and youth organizations