

# **Wildlife Division Strategic Plan: Draft Goals and Objectives**

## **Ensuring the Future of Michigan's Wildlife Resources**

### **Goal 1: Maintain sustainable populations of wildlife species and their habitats in a changing environment**

#### Objectives:

1. Transform the Division's existing management programs into a statewide, comprehensive, habitat and population management program by 2013
2. Modify and enhance the Division's statewide research program by 2013
3. Determine acceptable levels of biodiversity the Division can effectively manage for and implement necessary management programs by 2013
4. Maintain adequate game populations to meet the annual demand for hunting and trapping while balancing competing interests
5. Monitor emerging issues that could affect wildlife populations, prioritize issues for response, and minimize and mitigate negative impacts on wildlife
6. Develop and implement a program to provide technical support to land use managers and decision makers, on how they can reduce impacts of economic development and changing ecological conditions on wildlife and habitats by 2015
7. Monitor and respond to legislation, regulations, policy, procedures, and uses that impact the integrity of Department owned lands managed for wildlife

## **Promoting Hunting, Trapping, and Other Wildlife-related Recreation**

### **Goal 2: Increase public participation, acceptance and support of hunting and trapping and promote participation in non-consumptive wildlife-related recreation**

#### Objectives:

1. Increase general public awareness of Michigan's hunting and trapping heritage by 10% by 2015
2. Increase participation in hunting and trapping by 10% by 2015
3. Increase the retention rate of trapping and hunting license purchasers by 25% by 2015
4. Provide an additional 20,000 acres of land available for public hunting and trapping recreation by 2015
5. Maintain or increase participation in non-consumptive wildlife-based outdoor recreation by 10% by 2015

## **Ensuring Positive Communications and Relationships**

**Goal 3: Effectively communicate internally and externally, proactively engage the public, and foster positive relationships with agencies and organizations that help us fulfill our public trust responsibilities**

Objectives:

1. Substantially improve internal communications by 2012
2. Strengthen the Lansing/Field working relationship by 2013
3. Increase public understanding and awareness of wildlife issues and the Wildlife Division by 2015
4. Increase promotion of the Wildlife Division by 2014
5. Improve coordination effectiveness and quality of public engagement efforts by 2015
6. Increase collaborations with conservation partners and volunteers to implement regional and statewide wildlife goals by 2015

## **Improving the Way We Do Business**

**Goal 4: Increase effectiveness and reduce time and energy needed to complete administrative processes**

Objectives:

1. Determine which processes are most inefficient by the end of 2011, revise processes directly controlled by Wildlife Division, and advocate change to those outside our direct control as needed by 2015
2. Evaluate Work Item Proposal (WIP) completion rate and develop mechanism to increase completion rate by 2015
3. Identify annual progress and address any unmet objectives during implementation of the strategic plan

**Goal 5: Ensure we provide adequate infrastructure, including public lands, to fulfill Wildlife Division program priorities**

Objectives:

1. Provide all staff with appropriate business support tools and physical infrastructure by 2015
2. Increase the amount of public land and habitat in appropriate locations by 1% each year for the next 5 years
3. Maintain annually Division owned lands, infrastructure, and equipment for their intended use

## **Goal 6: Attract, develop, and retain a highly qualified workforce**

### Objectives:

1. Increase the number of highly qualified applicants in applicant pools by 50% by 2015
2. Develop a strategic training program by 2012 and fully implement by 2015
3. Increase promotional opportunities and retention rate by 2015
4. Increase employee satisfaction and accountability by 2012

## **Goal 7: Effectively fund priorities identified in the Wildlife Division's Strategic Plan (GPS)**

### Objectives:

1. Map the current Wildlife Division funding and spending structure by October 2011
2. Effectively fund priorities identified in the strategic plan with available monies by October 1 of each year
3. Secure additional resources to support unfunded priorities each fiscal year
4. Work with partners to develop a strategic long-term funding plan for the Wildlife Division by 2015
5. Communicate our priorities, the current funding structure, and our plan for future funding initiatives by the start of the FY 2013 budget development process

## **Framework for the Future**

## **Goal 8: Focus on addressing our established priorities while being more appropriately responsive and less reactive to emerging and urgent issues**

### Objectives:

1. Establish an adaptive management system that stresses evaluation and rewards innovation by 2012
2. Incorporate the adaptive management system into all of our research, planning, management, decision making, and work processes by 2015
3. Annually monitor and appropriately respond to emerging and urgent issues in the context of established priorities
4. Develop and implement an accountability system for adaptive management by 2014