

2020 Leadership Howard County CIP Summary



The Howard County Conservancy's mission is to educate children and adults about the natural world, preserve the land and its legacy for future generations and model responsible stewardship of our environment.

New Vision for 2019: A vibrant community where environmentally aware, engaged, and responsible stewards can thrive.

The Conservancy is a local environmental education center and land trust, founded in 1990 by citizens looking to preserve the natural environment, agricultural land and unique historic sites in Howard County. Headquartered at the 325+ year old, 232-acre farm in Woodstock, we offer dozens of year-round education programs for adults and children, host special events and provide numerous volunteer opportunities. Over 23,000 children and adults explored nature through our interactive educational programs in 2018 alone. Additionally, we co-hold conservation easement with private landowners to preserve approximately 1,900 acres in Howard County. Additional details and a full listing of our events are available at www.hcconservancy.org.

Project Description:

Next year is the Conservancy's 30th Anniversary and we have just approved a new Strategic Plan. One of the four strategic priorities involves outreach to the community. Our main goal is to "Ensure all

aspects of the Conservancy mirror the community it serves”. The objective to reach this goal states a plan to increase the number of people from demographically diverse communities”.

The Conservancy is planning to connect new audiences to our programming through events on and offsite. Building on our strategic plan, we plan to host 30 programs for 30 communities during 2020 to build engagement among diverse communities. The Conservancy would like the CIP Team to assist with this year-long goal. The CIP Team can research/identify a few diverse Howard County communities that are not current partners and research how to offer programming these communities want and need to connect with nature. The CIP research will focus on the culture of the group and assist identifying the messaging and delivery to best reach that audience. These are not formal partnerships to be established, only dialogues about co-hosting events that meet both organizational missions. Specific deliverables could include:

Priority 1:

- *Potential Partner Listing* with contact information for Howard County organizations representing a diverse spectrum of the county population. This will build on the list created by the Conservancy prior to the CIP Team starting. The Conservancy has brainstormed potential County sectors to be reached and will share this list with the CIP Team as a starting point.
- Research the culture of these communities to assure we are offering programs they want and need to connect to nature. We want to ask about the needs, values, challenges, and struggles of the community so our programming offers value. Connect our environmental education goals to their needs.

Priority 2:

- Identify a local resource to *translate two to three key documents* into at least two other languages (Spanish and Korean). Contracting and associated costs, if any, for the translation services will be managed by the Conservancy.
- *Co-create one event* held jointly between the Conservancy and a new partner organization in Spring 2020.

The research and framework built by the LHC CIP team will serve to build longstanding relationships to expand the reach of the Conservancy’s mission to more communities in Howard County. The sustainability of this project should serve the Conservancy for many years as additional partnerships are built with organizations identified by the CIP Team.

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