

Sustainable Rangelands Roundtable Strategic Plan 2009-2013

This strategic plan will be evaluated annually at the SRR meeting and there will be an annual report on SRR's progress. Note that actions highlighted in **red text** below are the highest priority and will be implemented first.

GOAL # 1: Advocacy and Promotion

Advocate and promote widespread use of criteria and indicators for rangeland assessment by diverse stakeholders.

Objective A: Promote the importance and validity of using criteria and indicators to measure the sustainability of rangelands relative to emerging issues

- **Action 1** (*long-term, highest priority*): Develop a communication and distribution strategy and an implementation plan to promote products of SRR such as the economic, social and environmental values of ecosystem services for rangelands or the ranch assessment model at broader levels (Costs: workshops (augmented by same time meetings on computers, video conferencing), travel, consultant on political mapping, staff time, \$30,000 in yr 1, \$10,000 in years 2-5, very connected to goal 4)
- **Action 2:** Identify projects / cases that can demonstrate the importance of using criteria and indicators to measure status and trends in rangelands
- **Action 3, short term, easier:** Peer-reviewed publication on ecosystem services by Sept 2009 (stocks, valuation, credits, cost: ??), modify the conceptual model with ecosystem services
- **Action 4:** Promote the use and relevance of criteria and indicators for monitoring rangeland sustainability at all scales from the ranch, county, and state to the nation

(Note: move the part of goal 4 that relates to specific promotions into this goal)

Objective B: Facilitate and encourage cooperation among governmental agencies and other rangeland owners, users, decision-makers and managers to implement an approach to rangeland sustainability by using an integrated ecological, economic and social indicator assessment framework.

- **Action 1** (*must be done first*): Identify and encourage action by opinion leaders of stakeholders and shareholders and strategic entry points for the SRR at local, state and national levels; create targeted stories / talking points about SRR to go into the Ambassador kits and other forms (e.g., about SRR, changing landscape of rangelands). Demonstrate how a national-level rangeland assessment can be used at the state and local levels. (Cost: staff time)
- **Action 2:** Support and advocate the utility of the joint (coordinated) inventory of nation's rangelands, as exemplified by the Oregon pilot, to targeted stakeholders and shareholders; (e.g., those who need the integrated data like NCBA, National Assoc of Counties, state governments, oil and gas, wildlife; host a meeting: \$30K)

Objective C: Promote opportunities to inform and learn from international activities.

- **Action 1, longer term, continuous, lower priority:** Exchange information with other countries on rangeland assessment with criteria and indicators (Cost: staff time; How to do this: posters with Ambassadors to meetings, Fulbrights)

GOAL # 2: Integrated Rangeland Monitoring and Assessment

Promote integrated ecological, social, and economic monitoring and reporting of rangeland extent, status, and long-term trends to support assessments at multiple scales.

Objective A: Facilitate coordinated rangeland monitoring, analysis and data management.

- **Action 1** (*highest priority*): support continuation and expansion of the multi-agency pilot project to support full implementation of a national assessment; report out on the fragmentation workshop results; coordinated data collection, analysis and reporting of the status and trends of indicators; dialogue; integration of monitoring programs, promote national assessment of criteria and indicators in rangelands (Cost: \$35K for one SRR meeting to discuss pilot expansion and adoption of additional indicators)
- **Action 2:** Advocate that rangeland issues and viewpoints, as well as the SRR indicators, are part of NEST initiative.
- **Action 3:** Encourage the compilation of all data and meta-data for SRR criteria and indicators into a data catalogue.
- **Action 4:** Plan, coordinate and hold a bi-annual workshop to update information on data sources, plan how this can be done with other groups, identify best practices (protocols, users, etc)
- **Action 5:** Encourage private sector to adopt SRR C&I into business plans.

Objective B: Encourage government agencies to generate and expand coordinated assessments using rangeland indicators for multiple audiences.

- **Action 1 (continuous high priority):** Promote the implementation of a national assessment (5-year-plus action)

Objective C: Continue the evolution and testing of the SRR conceptual model to improve rangeland assessments.

- **Action 1** (*highest priority*): Apply conceptual model to climate change scenarios. (Cost: Needs small group effort at next meeting; or separate meeting, \$45K)
- **Action 2:** Integrate information from the rangeland ecosystem services workshop into the existing conceptual model
- **Action 3:** Apply the conceptual model to current topics such as the urban-wildland interface and energy development (e.g., fossil fuels, solar, oil and gas)
- **Action 4:** Link this to international collaborations identified in Goal 1

Objective D: Promote the use of the standardized rangeland indicator-based assessments to make changes in conservation practices, management plans, and priorities to promote sustainability.

- **Action 1** (*short-term*): Put together a working group to integrate the ecological and socio-economic information for the Oregon pilot and then present it to stakeholders in the pilot area to get feedback on its potential use to promote sustainability

GOAL # 3: Integrated Rangeland Research

Promote integrated social, economic, and ecological rangeland sustainability research.

Please note that for this goal, education and outreach is expected outcome for all research products.

Objective A: Promote the synthesis of the state of our knowledge on sustainability in rangelands.

- **Action 1:** Listing of what is out there, pertinent publications, other sources, develop a bibliography, connect SRR as part of the E-extension website (John Tanaka's project)
- **Action 2:** Synthesize information by indicator
- **Action 3:** Synthesize information for relationships among indicators
- **Action 4:** Draw on (integration of) knowledge on sustainability and see how that information relates to indicators
- **Action 5:** Identify how national program outcomes can be measured with indicators (Heinz Center, agency programs, Dept of Defense, and others)
- **Outputs:** Research papers and dissemination of findings (technology transfer, extension groups; costs: Grad student)

Objective B: Develop research needs and priorities; work with funding agencies and others to adopt SRR priorities.

- **Action 1:** Workshop on basic and applied research needs, develop white paper, National Forum or other ways such as at SRM meeting with CSREES, coordinate with CEAP program synthesis
- **Action 2:** Identifying potential funding sources, work with them to adopt these priorities
- **Action 3:** Work with in-house research agencies to develop their 5-year plans
- **Action 4:** Develop workshops for writing interdisciplinary proposals (ecology, social, economic)
- **Outputs:** Research priorities and a timeline in white papers or other forms. (Costs: Follow the Ecosystem Services model – Bring in relatively large group to discuss the issues and opportunities followed by a smaller meeting to write up the white paper. \$50,000.)

Objective C: Promote the availability of data for research needs, analysis, and interpretation from all sources (e.g., federal, state, university, NGOs).

- **Action 1, medium high priority:** Promote development of a knowledge management list / system on where existing data could reside (meta-data), prioritize critical datasets, list existing entities that would house the database, clearinghouse, web links. Day long workshop. Coordinate well with goal 2.
- **Action 2:** Promote the identification and archiving of historical datasets of SRR priority criteria and indicators in a way that is accessible. Define what meta-data should be archived with the data.

GOAL # 4: Communication, Marketing and Coordination

Communicate and market the work of SRR.

Objective A: Differentiate SRR's work and position SRR relative to other sustainability, indicator, and monitoring efforts (e.g., do market positioning).

- **Action 1:** Conduct a market positioning and planning process and identify partnership opportunities – determine who else out there and what are they doing. Develop a statement about what SRR does relative to the market.
 - **How to do this:** Conduct study/peer evaluation; develop statement of the position of SRR's work in the market (what have, what want); internally communicate SRR's position in market; workshop or web-based (Illuminate, Skype, etc) workshop, volunteer "homework" on other organizations beforehand, discussion of where SRR fits and development of statement of fit, and sharing with entire SRR to comment and finalization

- **Costs:** Volunteer time, web collaboration tools and equipment (if costs associated) or workshop costs, facilitator (if needed), range – virtually “free” to \$15,000

Objective B: Define and prioritize the stakeholders / audiences SRR wants to reach in order to generate broad support and participation to further rangeland conservation, management and sustainability assessment.

- **Action 1:** Update the audience matrix with both traditional and non-traditional audiences and identify people who will want to improve, deploy, and fund SRR methodologies.
 - **How to do this:** Circulate current audience matrix then update it, discuss over conference/web call or at meeting/workshop. (Costs: volunteer time and meeting costs if done at SRR meeting/workshop (\$15,000)).
- **Action 2:** Prioritize umbrella audiences (to capture multiple audiences at same time) and high-impact audiences and focus on 3-4 initially – diverse in terms of improve, deploy, and support SRR

Objective C: Conduct in-reach, outreach, and marketing initiatives resulting in recognition of the importance of sustainable rangelands and the wide acceptance of ecological, economic and social criteria & indicators.

- **Action 1 (High priority):** Develop a striking website that comes up #1 in searches for sustainable rangelands and rangeland indicators (Costs: professional designer (\$15-20K) and SRR staff up-front (1 month) and to update (5 hours/week))
 - **How to do this and costs:** Use www.sustainableangeland.org or www.sustainableangelands.org (\$7 per year each); Website hosting costs (\$10-50/year depending on site and bandwidth); Staff time for working with web developer/designer and maintenance (initially about 200 hours for redesign and development and then 5 hours per week for updates/maintenance); Professional web developer/designer \$15,000-\$20,000.
- **Action 2:** Develop a public relations strategy for umbrella and high-impact audiences and implement it (Costs: Staff person, publishing ambassador kits)
 - **How to do this:** Take advantage creditability power of SRR participants and empower them to do SRR PR. For these people, develop an Ambassador Kit (brochures, key points, talking points for media,web clippings for other sites); capitalize on communication/film students.