



TENNESSEE COUNCIL OF TROUT UNLIMITED

TENNESSEE COUNCIL TROUT UNLIMITED STRATEGIC PLAN 2019 THROUGH 2024

Mission: To advise and assist Trout Unlimited efforts in Tennessee to conserve, protect and restore coldwater fisheries and their watersheds.

We will accomplish this by:

1. Raising awareness of coldwater habitat issues in Tennessee.
2. Building awareness of Trout Unlimited (TU) as an organization that works to address these issues.
3. Growing our membership and diversifying it by age, race and gender; supporting and strengthening our local chapters.
4. Working in collaboration and engaging in advocacy with other conservationists, agencies and partners.
5. Raising money to protect, reconnect and restore important waters and lands, and to sustain these efforts over time.

Our work will reflect the core values of TU nationally, including:

- Basing our efforts on sound science, shared with our partners.
- Working together at all levels, from chapter to council to national.
- Keeping the organization nonpartisan.

Strategies:

Goal 1: Raise awareness of coldwater habitat issues in Tennessee.

- Recruit a conservation/climate change coordinator for the council, to support and encourage chapters in identifying and addressing habitat issues.
- Recruit an advocacy coordinator to monitor legislation and agency activities, develop personal contacts with state government officials, and advocate policies benefiting coldwater habitat; encourage chapters to do the same locally.
- Issue statewide press releases on areas of concern, written by the communications chair and approved by the executive committee.

Goal 2: Build awareness of TU as an organization that works to address these issues.

- Keep the council website and social media active and current with news of local and statewide programs. Assess and develop council's methods of communication.
- Issue statewide press releases on especially noteworthy council and chapter activities, and on Tennessee TU Chapter Grants, written by the communications chair and approved by the executive committee and/or the grants committee chair.
- Develop presentations to be adapted by chapters for use at meetings of local clubs, churches and civic groups.

Goal 3: Grow and diversify our membership by age, race and gender; support and strengthen our local chapters.

- Through efforts of the Trout in the Classroom coordinator, focus on youth education in the schools by expanding TIC programs statewide.
- Continue organizing and funding the Great Smoky Mountains Trout Adventure Camp.
- Work to establish and support TU Costa 5 Rivers College Clubs in Tennessee colleges and universities.
- Recruit a diversity coordinator to support chapters in organizing Women on the Water and Veterans Service Partnership activities statewide.
- Educate chapter leaders on the functions of the council; assist chapter officers in their roles. List council and chapter contact information on the website for chapter leaders to access.

Goal 4: Work in collaboration with and engage in advocacy with other conservationists, agencies and public or private partners.

- Continue to host the annual Coldwater Meeting with presentations from partners including National Park Service, Tennessee Valley Authority, Tennessee Wildlife Resources Agency and U.S. Forest Service.
- Continue to make grant money available for coldwater habitat projects of our partners via Tennessee TU Chapter Grants.

Goal 5: Raise money to protect, reconnect and restore important waters and lands, and to sustain these efforts over time.

- Promote sales of the Tennessee Conservation License Plate, which funds Tennessee TU Chapter Grants.
- Develop one or more fundraising events to provide budget for council programs.
- Seek corporate sponsors for specific programs of the council.