

New York-New Jersey Trail Conference

Strategic Framework

Approved by the Board, June 22, 2010

Purpose:

The purpose of the New York-New Jersey Trail Conference is to create, maintain and protect sustainable, high-quality public trails in the greater New York metropolitan area.

Vision:

Our vision is that easily accessible trails enable more people of all ages and ethnicities to experience natural areas and live healthier, more satisfying lives.

Niche:

The Trail Conference serves those people who enjoy trails by effectively bringing volunteers and land managers together for the creation and stewardship of a superior trail system.

Guiding Principles:

In serving the public, the Trail Conference board, staff, and volunteers:

- Recognize that volunteers are integral to the organization
- Welcome anyone who advances the mission
- Seek to have a positive impact on the environment
- Operate with fiscal prudence and responsibility
- Are honest and courteous in all relationships
- Are ethical and operate within the law

Three Year Strategic Goals 2010-2013

Trails:

Increase trail quality and quantity through the development and implementation of a trail management system.

Volunteer:

Recruit, train, deploy, manage and retain an increasing number and diversity of volunteers.

Communications:

Increase the awareness, support and effectiveness of the Trail Conference's programs, operations, services and products using a variety of media.

Fundraising:

Grow and diversify revenues to achieve the Trail Conference's goals.

Operations:

Develop an organizational structure with clearly defined roles and responsibilities and have appropriate facilities, personnel, and technology in place to operate effectively and efficiently