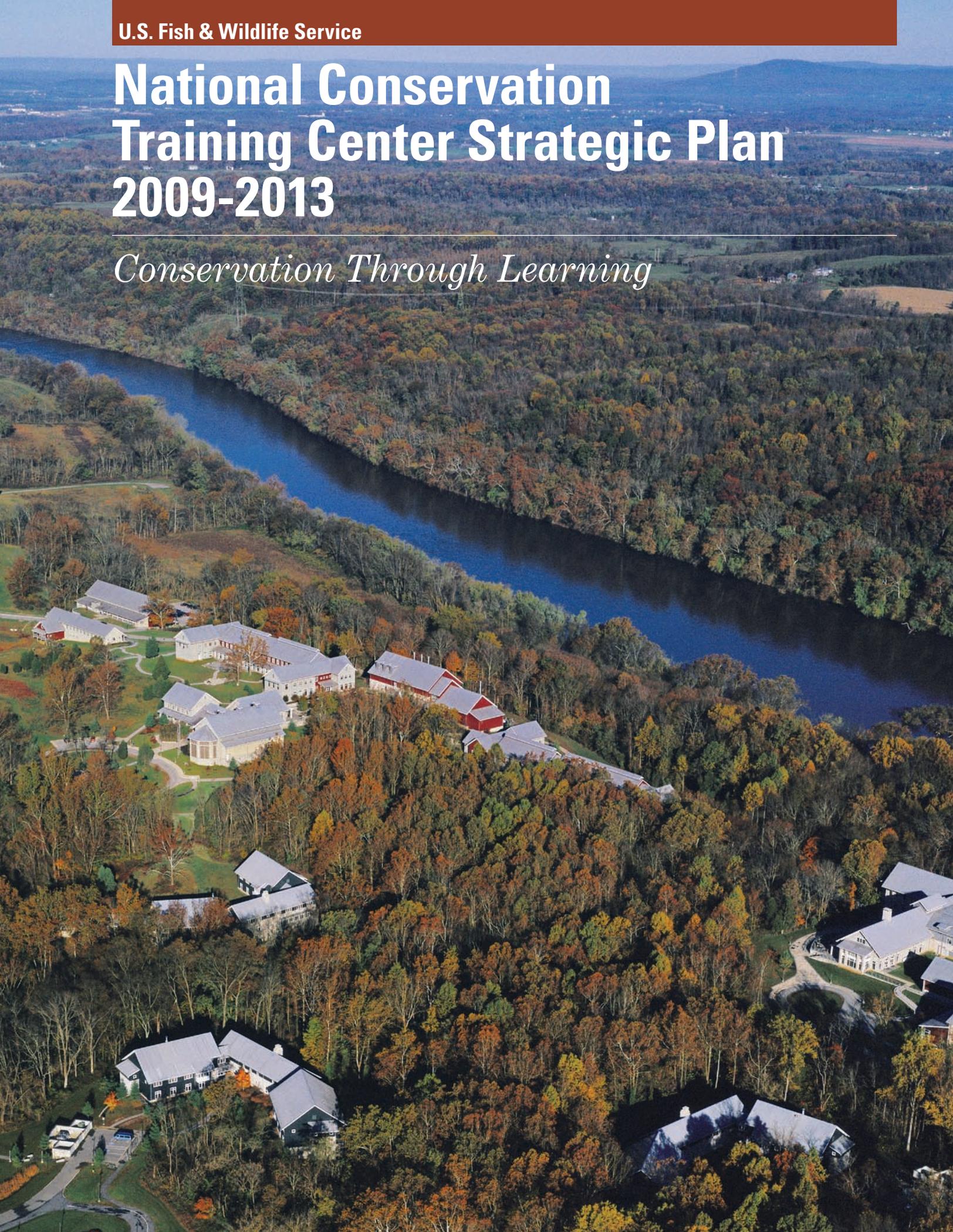


National Conservation Training Center Strategic Plan 2009-2013

Conservation Through Learning



Message from the Director—Conservation through Learning

Vision, excellence and commitment to service—these characteristics are poured into the stone and mortar, the very foundation of the National Conservation Training Center (NCTC).

The vision of a national “home” for the U.S. Fish and Wildlife Service (Service) and for the conservation community is that foundation. Now, ten years, and 150,000 students later, this vision for NCTC is a reality.

We have worked hard to become a home for inspiring conservation excellence through learning and collaboration. We are committed to conservation through learning. We strive to build and share knowledge among Service professionals and our many partners who work to conserve and manage fish and wildlife resources. We develop and coordinate efforts to reach out to the American people as partners in conservation.

NCTC is designed for learning and collaboration, but it is our people who make this a home for conservation. It is our people who exemplify the words of Theodore Roosevelt, who said that “far and away the best prize that life offers is the chance to work hard at work worth doing.” We proudly work hard to advance conservation through the hearts and minds of the dedicated professionals who pass through our doors, returning

to their work with renewed commitment and improved capabilities to advance the Service’s mission.

The NCTC facilities have been solidly built to serve the Nation for many generations and it is to the future that we turn our attention. How can NCTC best serve the Fish and Wildlife Service and our shared conservation mission? This strategic plan is our blueprint for

the future. It has been drafted by the men and women of NCTC with input from the thousands of customers and partners with whom they interact daily. It is a simple document that lays out the basis of what we do. By enhancing the competencies of dedicated conservation professionals to address future challenges, by serving as a think tank where conservation professionals can come to jointly solve the conservation

issues of our day, by developing programs to encourage the involvement of the American people in outdoor recreation and conservation efforts or careers, and by preserving and honoring the past while looking toward the future, NCTC can fulfill an important role in the conservation of America’s fish and wildlife resources.





Our Vision

*A home for
inspiring
conservation
excellence
through
learning and
collaboration.*



Our NCTC Mission

To conserve fish, wildlife, plants, and their habitats through leadership in:

- Training and developing USFWS employees and the broader conservation community.
- Enhancing education and outreach to engage the public as partners in conservation.
- Fostering collaboration and problem solving among diverse interests to advance conservation.
- Preserving and sharing the history of the USFWS and the American conservation legacy.





Core Values

Far and away the best prize that life has to offer is the chance to work hard at work worth doing

—Theodore Roosevelt

People make NCTC a home for conservation professionals and the people of NCTC have adopted the following core values as their guide through the competing requirements of their daily work.

Mission Commitment

We advance the mission of the USFWS through our products and services.

Science

Our work is grounded in thorough, objective science.

Service

It is our privilege to serve the American people and we place a high priority on customer satisfaction.

Excellence

We provide high quality services and products.

Professionalism

We hold ourselves to the highest ethical standards, strive for excellence, and respect others.

People

Our employees are our most valued asset.



Mission Goals and Objectives

In the end we will conserve only what we love. We love only what we understand. We will understand only what we are taught.

—Baba Dioum

Mission Goal 1

Provide professional development programs for the U.S. Fish and Wildlife Service and the conservation community to support performance and mission accomplishment.

Objective #1:

The NCTC will provide a suite of career and professional development services in support of the FWS mission.

Conduct an analysis to identify the number and types of training courses Service employees need to achieve measurable conservation results at all levels of the organization. Increase employees' access to and use of publications, library resources, and multi-media.

Objective #2:

NCTC will lead and support a Learning and Knowledge Management culture.

Utilize the DOI-FWS Learning Management System (LMS) to enhance job performance and career development planning,

including on-line collaboration. Communities of Practice will be developed and nurtured to share and to create a culture of scientific and collaborative excellence.

Objective #3:

NCTC will support FWS workforce planning.

Design, deliver and evaluate training classes for FWS employees and other conservation professionals that are competency-based and focus on scientific excellence, leadership, and collaboration. Equip Service and non-Service employees with the knowledge, skills, and tools they need to achieve measurable conservation goals in an everchanging world.

Objective #4:

NCTC will enhance the performance of the Fish & Wildlife Service through performance improvement services.

If facts are the seeds that later produce knowledge and wisdom, then the emotions and the impressions of the senses are the fertile soil in which the seeds must grow.

—Rachel Carson

Mission Goal 2

Reach out to the American people as partners in fish and wildlife resource conservation to connect youth and their families to the natural world.

Objective #1:

Work with FWS, and other partners as appropriate, to develop and implement model processes to guide education, outreach, and partnership program development.

Develop and implement strategic alliances with individuals, agencies, and organizations to connect people to the land and natural world, re-igniting and renewing their enthusiasm and support to sustain and safeguard wild living resources.

Objective #2:

Reach out to the American people and partners to ensure the legacy of conservation by encouraging youth to explore public service careers in fish and wildlife conservation.

This will be achieved by engaging youth in public service opportunities, enhancing science-based programs offered through communities, schools, and partners, and helping to coordinate the composition and curricula of national environmental programs.

Objective #3:

Communication and education products will be distributed according to a marketing and distribution plan to extend outreach to target audiences.

Develop and implement a marketing and distribution plan that places videos, publications, and other multi-media resources firmly in the hands of partners who will work to accomplish the conservation mission. This plan will serve as the foundation for guiding new products and services.



Mission Goals and Objectives

The land is one organism. Its parts, like our own parts, compete with each other and co-operate with each other. The competitions are as much a part of the inner workings as the co-operations. You can regulate them—cautiously—but not abolish them.

—Aldo Leopold

Mission Goal 3

Science in an ever-changing, increasingly global world requires we work together.

NCTC will foster collaboration among parties whose mission and practices affect conservation.

Objective #1:

Serve as the catalyst and the location for bringing together problem-solving conservation initiatives.

Direct current and future work to investigate and solidify new opportunities for collaborating with the conservation community. Move beyond traditional partners to invest in individuals, agencies, organizations, and corporations that can work with the Service to solve conservation problems.

Objective #2:

Increase the number of partners using the NCTC facility.

Analyze our partners and follow a marketing plan to increase the number of new partners using NCTC for training and special events, while maintaining priority for Service employees.

Objective #3:

NCTC will include partners as course participants, instructors, and design team members in all courses with identified opportunities.

Review training courses and special events to identify and invite new partners to attend courses, workshops, symposia, and other special events. Course designers, instructors, and participants from outside the Service and its contractors will be targeted.

How can one express the intangible qualities of the wilderness and the solitude around a gem of a lake in a wild mountain setting? How can we measure such things as happiness, the good life, the elation of being in high country in free surroundings? These things bring peace

—Olaus Murie

Mission Goal 4

Serve as a “home” for the U.S. Fish & Wildlife Service and conservation community, sustaining an environment for FWS and conservation professionals so they have a sense of heritage, community, inspiration, and commitment.

Objective #1:

Establish a plan to make high interest documents, photographs, and objects from the NCTC archives available for research online.

Objective #2:

Serve as an example to the FWS and the world for green infrastructure, and practices.

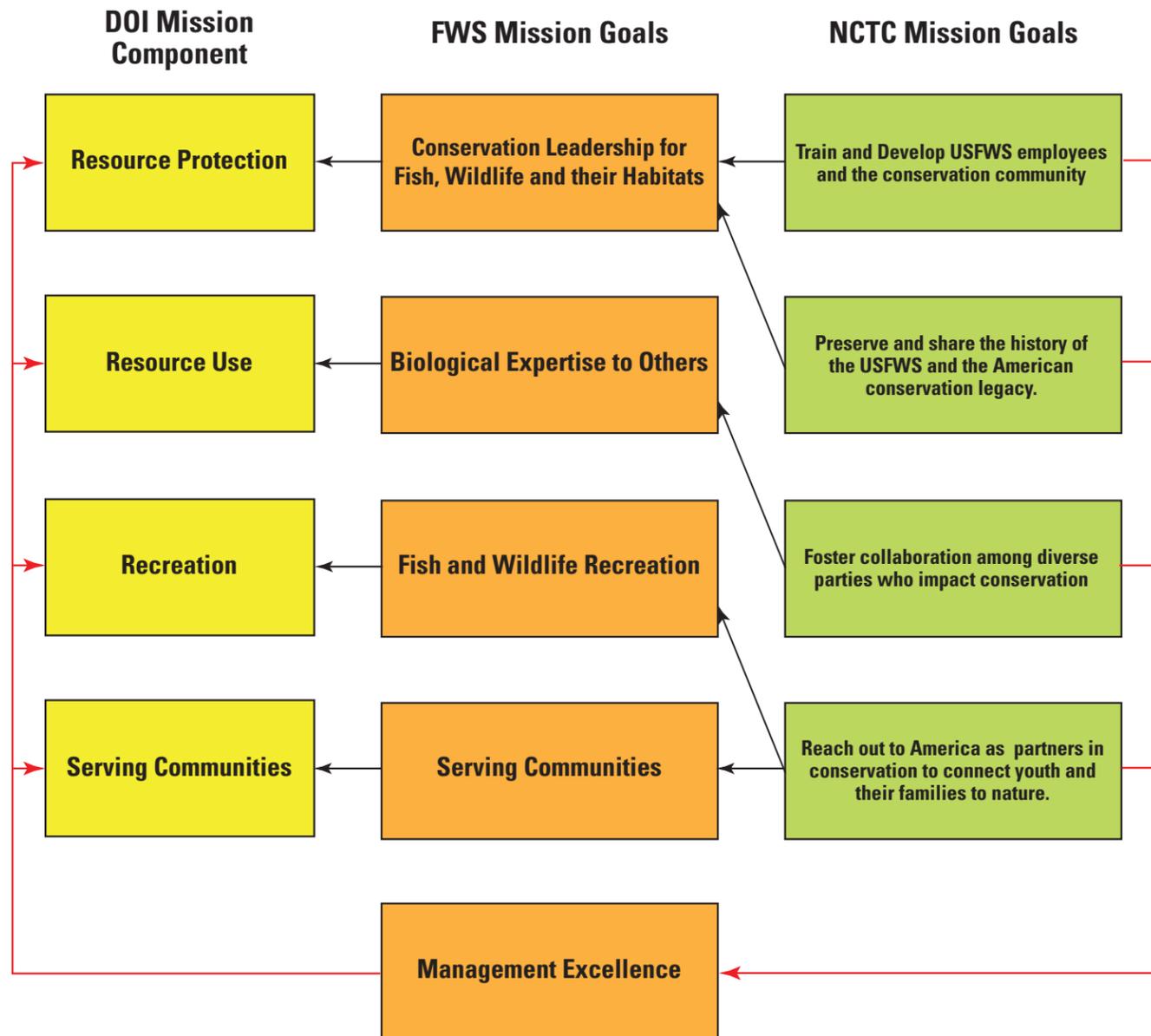
Showcase NCTC’s infrastructure and grounds as a world-class sustainable facility.

Objective #3:

Increase the number of retirees and volunteers engaged in heritage activities (e.g., oral history projects, artifact preservation, and retiree activities).



Appendix A. Linkages with the Department of Interior Strategic Plan



**U.S. Fish & Wildlife Service
National Conservation Training Center
698 Conservation Way
Shepherdstown, WV 25443**

<http://training.fws.gov/>

