



South Dakota
GAME, FISH AND PARKS
CELEBRATING 100 YEARS OF PHEASANT HUNTING

Strategic Plan Update | December 7, 2018

Overview



- Review Purpose of the Plan
- Mission | Vision | Goals | Values
- Recap Fall Review Session
- Strategic Priorities
- Completed Priorities
- What's Next



Purpose of Strategic Plan



Purpose of Strategic Plan

- A set of long-range goals and proactive objectives.
- Shorter-term strategies that help establish measurable outcomes and accountability.
- Tool to evaluate programs and processes.
- Budget guiding document.
- Ensures a clear understanding of the priorities of the department.
- Provides consistent messaging with our customers.



Vision | Mission | Goals | Values



Vision :: Who do we strive to be?

We will conserve our state's outdoor heritage to enhance the quality of life for current and future generations.





Mission :: What do we do?

We provide sustainable outdoor recreational opportunities through responsible management of our state's parks, fisheries and wildlife by fostering partnerships, cultivating stewardship and safely connecting people with the outdoors.





Goals :: How do we get there?

OPPORTUNITIES

Provide outdoor recreational opportunities.

Optimize the quantity and quality of sustainable hunting, fishing, camping, trapping and other outdoor recreational opportunities.

RESOURCES

Serve as stewards of our state's outdoor resources.

Maintain and improve our outdoor resources to ensure sustainability.

CONFIDENCE

Inspire confidence.

Instill trust from the people we serve through transparency and accountability.

EXCELLENCE

Foster professional excellence.

Develop and empower highly engaged and well-trained staff.



Values :: What are our beliefs?

Excellence

We believe in a culture of professionalism and accountability to meet the expectations of our customers and empower staff to succeed.

Integrity

We believe in being transparent and honest by promoting high ethical standards.

Stewardship

We believe in applying biological and social sciences to conserve and respectfully manage our state's outdoor resources for current and future generations.

Compassion

We believe in the dignity of each person and genuinely care for the people we serve.



Recap of Fall Review Session



Recap of Fall Review Session

Review session held Oct. 24-25 in Pierre

- Highlighted utilization of the plan.
- Provided progress reports on each of the objectives and key priorities.
- Identified additional tactics or modifications to the strategies.
- Discussed accomplishments to date.



Strategic Priorities

Strategic Priorities

****Not an all-inclusive list.*



The Deer Plan

TBD

Access to inaccessible (landlocked) public lands

Goal is to open up 50,000 acres across the state. As of Oct. 1, 2018, 8,785 acres of landlocked public lands have been opened up as a result of enrolling an additional 18,110 acres of Walk-in area.

A landowner mailing is scheduled to be sent in January 2019 regarding information and education on Walk-In Areas.

Nonresident Discussion

Stakeholder workgroup tasked with developing a list of criteria the Commission might use when allocating opportunity. A survey will be created and administered to identify the relationship nonresidents have with South Dakota (returning family, business, only hunting, etc.).

Strategic Priorities

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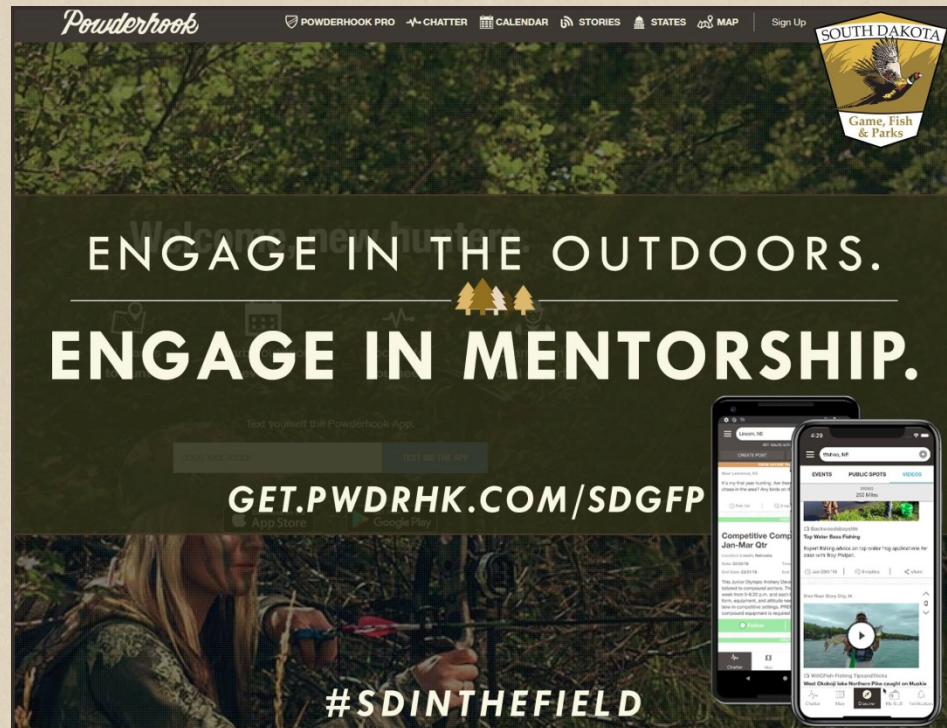
Recruitment | Retention | Reactivation

Saving the heritage of hunting, fishing and outdoor recreation by building a bigger audience and engaging in diverse, community-driven partnerships.

Recruit new participants while increasing participation rates of current or lapsed outdoor recreationalists.

Current Marketing Focus:

1. *Take the Time; Take the Field.*
2. *Engage in the Outdoors; Engage in Mentorship.*



Strategic Priorities

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Outdoor Forum Series

1. *Fish and Wildlife Resources Forum – completed April 21, 2018.*
2. *Preserve Operators Forum – completed July 31, 2018*
3. *Wildlife and Nature Forum – completed October 11, 2018*
4. *Ag Group Forum – December 18, 2018*
5. *Conservation Summit – March 2019 (exact date TBD)*

These discussions provide all groups an opportunity to listen, learn and share key issues facing South Dakota's natural resources.

Building strong partnerships allows our department to promote understanding, encourage engagement and find successful solutions to complex resource management issues.

Strategic Priorities

****Not an all-inclusive list.*



Chronic Wasting Disease (CWD)

- 1) limit the spread of CWD from known locations;*
- 2) enhance public education and strategic communications activities;*
- 3) determine CWD prevalence rates and thresholds for certain management actions;*
- 4) determine presence/absence of CWD across the state; and*
- 5) incorporate public involvement as necessary.*

Habitat Conservation Foundation and Habitat Pays Outreach

Continue to focus efforts on putting more habitat on the landscape through new partnerships, upcoming habitat workshops, donations and new projects.

Strategic Priorities

****Not an all-inclusive list.*



Aquatic Invasive Species Summit – Dec. 13, 2018

For surface water users – municipalities, irrigators, hydropower, power plants, rural water systems and industry leaders. One day summit on mitigating impacts of invasive zebra and quagga mussels.

A promotional poster for the South Dakota Invasive Mussel Summit. The top half features a photograph of a large, dark, arched opening, possibly a culvert or tunnel entrance, heavily encrusted with greyish, shell-like mussels. Several thick, braided steel cables are visible, some draped over the mussel-covered structure. The bottom right portion of the poster is a solid olive-green color with white text. The text reads: "SOUTH DAKOTA INVASIVE MUSSEL SUMMIT" in a bold, sans-serif font. Below this, in a smaller font, is "DECEMBER 13, 2018" and "9:00 A.M. - 5:00 P.M. CST". At the bottom, in a large, bold, sans-serif font, is "LEARNING FROM EXPERIENCE TO BETTER MANAGE MUSSELS".

SOUTH DAKOTA INVASIVE MUSSEL SUMMIT

DECEMBER 13, 2018
9:00 A.M. - 5:00 P.M. CST

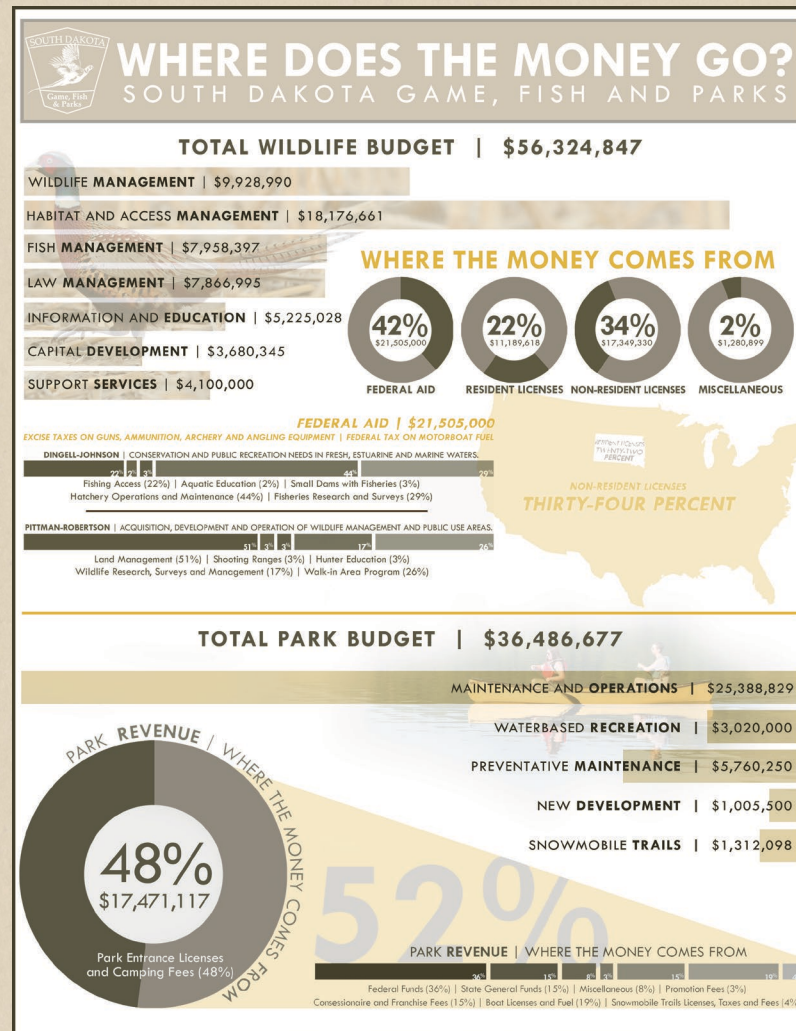
**LEARNING FROM
EXPERIENCE TO
BETTER MANAGE
MUSSELS**

Strategic Priorities

***Not an all-inclusive list.

Department Funding Awareness

Build awareness of the North American Wildlife Conservation Model to new and current customers.





Completed Priorities

Completed Priorities

****Not an all-inclusive list.*



OPPORTUNITIES

- Improved urban fishing opportunities at over 10 locations.
- Reduced rules to simplify and increase recreational opportunities.
- 4,500 campers completed reviews; with 91% rating their experience an A.

RESOURCES

- 3 new aquatic research projects in 2018.
- Continued expansion of cooperative positions to deliver conservation on private lands.
- Continued awareness of cultural and historical resources – accounted for 16% of all GFP programming from Jan-Sept.

Completed Priorities

****Not an all-inclusive list.*



CONFIDENCE

- Implemented a podcast and a variety of other social media tactics.
- Implemented Board of Internal Controls accountabilities as directed.
- Reduced barriers to public involvement and implemented new input channels.
- Completed effort to have Parks offices sell hunting/angler licenses and for Wildlife offices to sell park entrance licenses.

EXCELLENCE

- Implemented a comprehensive leadership development training.
- Continued to improve on internal communications through education of the strategic plan, quarterly newsletter, department wide phone list and joint department project efforts.
- Requested \$50,000 for construction of 4 additional full service campsites to accommodate work-campers at Randall Creek and Oahe Downstream Recreation Areas.



What's Next



What's Next

- **Progress Updates**

- Progress updates due in January and March (required every 3 months).
- Meetings every spring and fall.
- Next meeting April 15-16, 2019.

- **Communications and Education**

- November email update included tracking document.
- Conservation Digest Articles.
- Annual Report highlights.
- New one-pager – 2018 dashboard.
- Internal staff video series.
- Internal quarterly newsletter.



“...BY MAINTAINING OUR INTEGRITY,
PROVIDING EDUCATION AND CONTINUING
THE EXCITEMENT OF WHERE GAME, FISH
AND PARKS IS GOING IN THE YEARS AHEAD -
WE STRIVE TO GAIN THE NATURAL SUPPORT
AND REINVESTMENT FROM OUR
CUSTOMERS FOR THE LONG-TERM.”