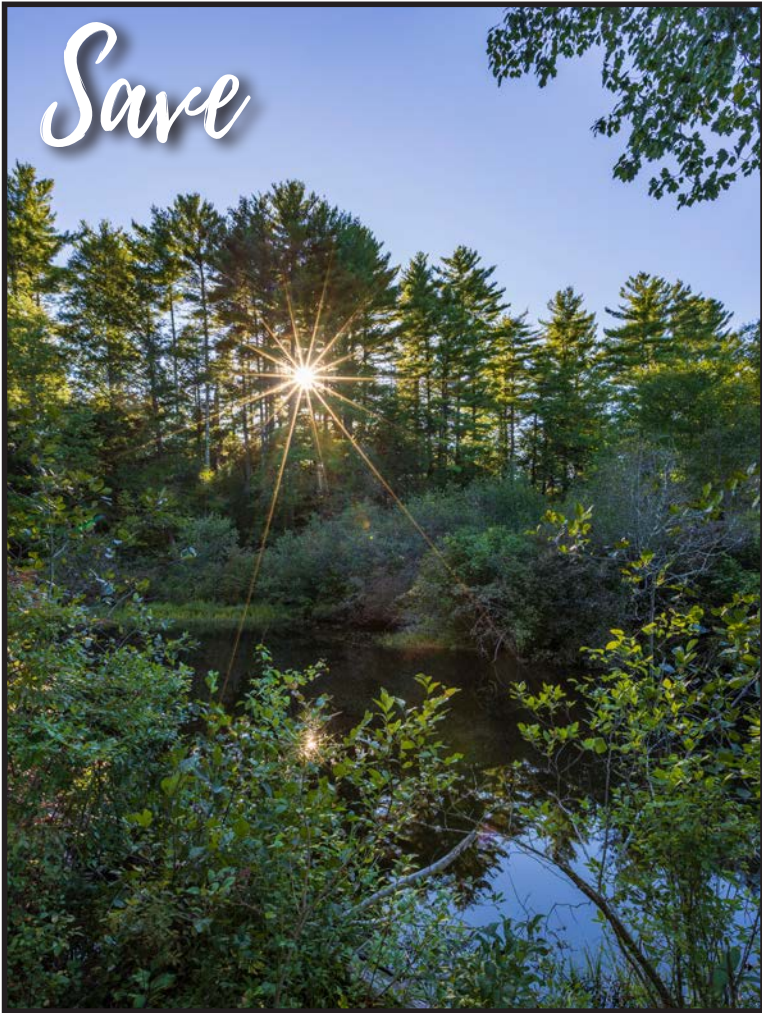


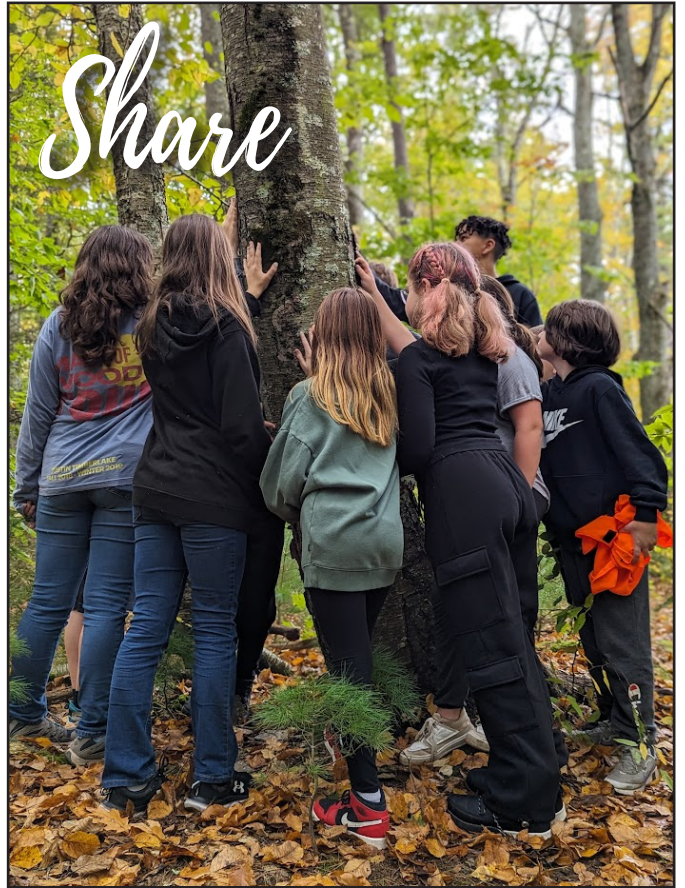


Strategic Plan 2024-2030

Save



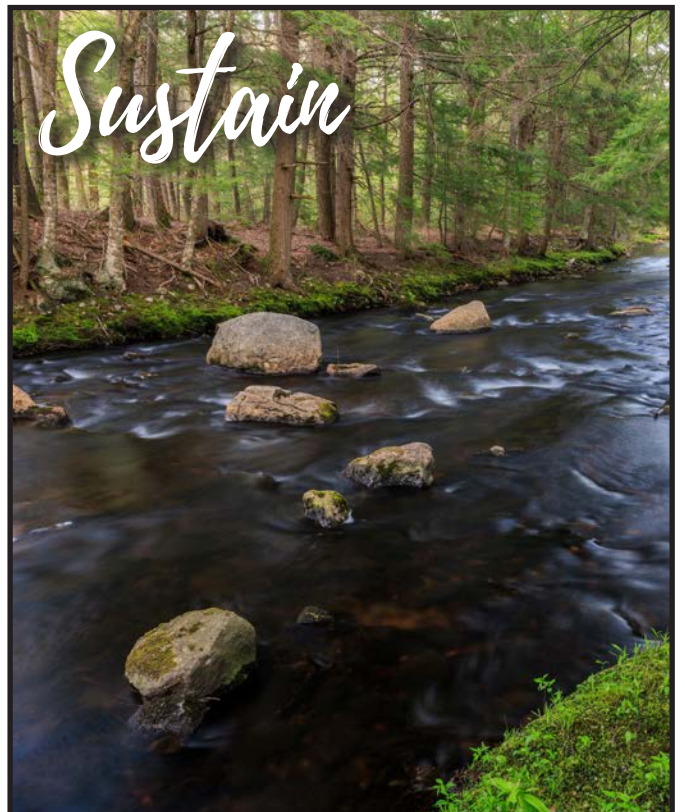
Share



Steward



Sustain



Looking to the Next Horizon

Creating this Strategic Plan required your input. Your excitement about our shared mission came thorough in a big way and with sands rapidly slipping through the conservation hourglass, you want us to act, and act fast.

This plan outlines that focus (and the long-term stewardship and support that comes with the business of forever), as well as the new strategies we'll need to meet the challenges of speeding up our pace of land conservation.

We are grateful for your ongoing support and your unwavering commitment to save, share, steward, and sustain the lands we love.

Note: This document represents a summary overview of the Strategic Plan. To view the full plan, please visit seltnh.org/selt2030.



Creating a Strategic Plan

The process for creating this plan began in the fall of 2023, as we endeavored to think deeply and fully about SELT's future, along with the needs and challenges facing our region and how we can best serve our communities.

47

Stakeholder Conversations

Conservation partners, topical experts, municipal leaders, and donors shared their knowledge and perspective on SELT's work through one-on-one interviews.

1,169

Survey Responses

We asked – and you answered! A robust response provided thoughtful and passionate contributions to shape our next six years.

Thank You!

Strategic Planning Committee

Throughout this process, our Strategic Planning Committee provided astute input with challenging questions and grounded guidance for the Board and staff.

Brent Merriam, SELT Board President

Haley Andreozzi, SELT Board Secretary

Peter Bergh, Chair SELT's Governance Committee

Kate Dumas

Philip Lovejoy

James Varn

Beverly Shadley, Deputy Director

Brian Hart, Executive Director

Learning Sessions

SELT's Board of Directors attended numerous deep dive sessions on SELT's farmland protection work, nature-based education, the Coastal Watershed Conservation Plan, diversity, equity, and inclusion, and options for a production farm at Burley Farms.

Board Retreat

This information and resulting options were discussed, debated, and prioritized by SELT's Board, who adopted the final Strategic Plan in May 2024.



Save

Conserving Land for Nature and People

The Clock is Ticking

Right before our eyes, our climate is changing while critical lands are lost forever. The best science from our partners presents a clear vision of what is needed to sustain the ecological functioning of our region: accelerate the pace of conservation. Working with partners, SELT will continue to focus on what we do best – protecting the lands that sustain people and nature.

BY 2030

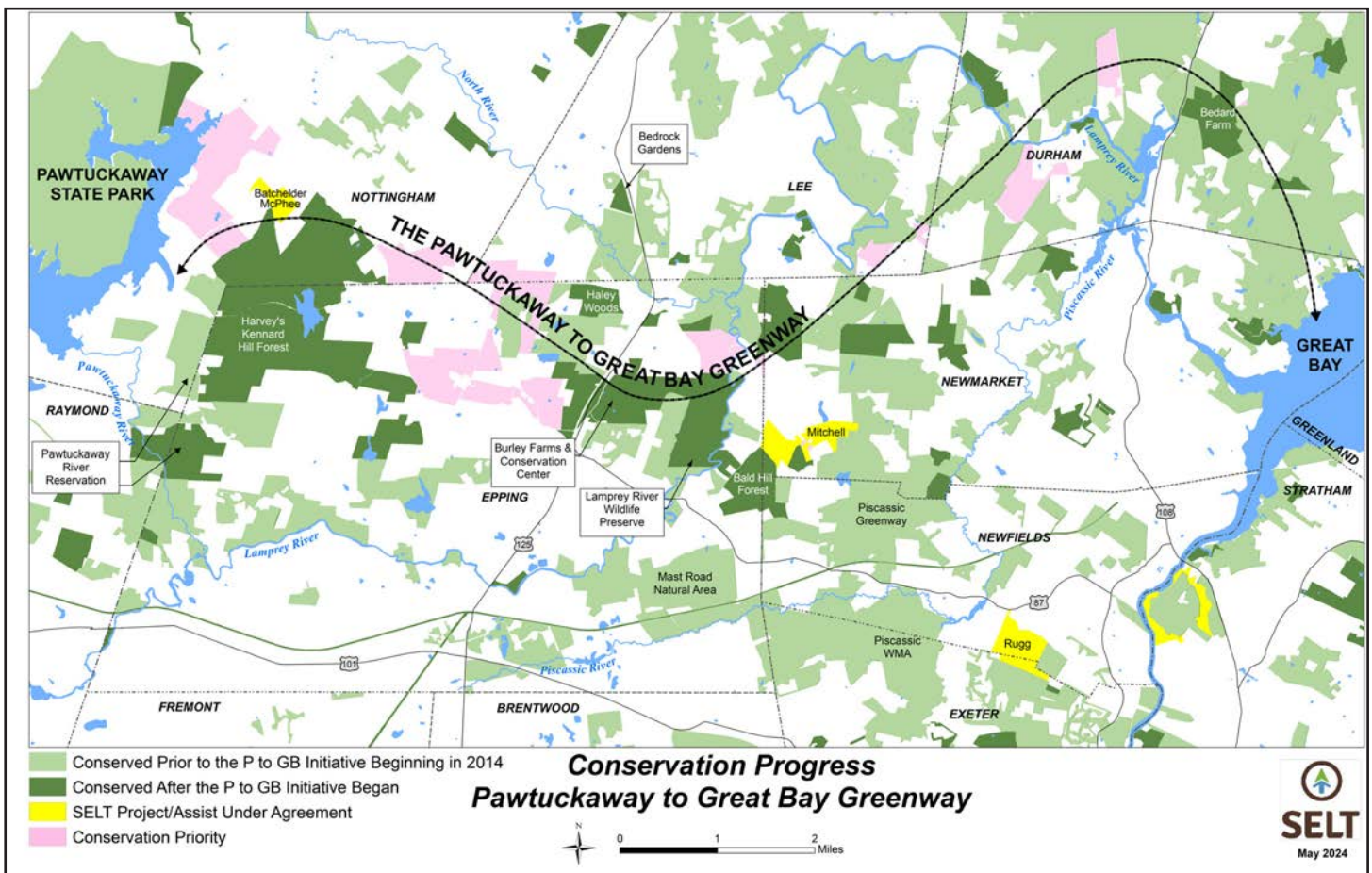
- **Protect an additional 15,000 acres** with a continued focus on wildlife habitat, healthy forests, drinking water, and climate change mitigation
- **Conserve 15 farms** and connect new farmers to newly conserved farmland
- Secure **new SELT-owned, public-accessible lands** in communities that do not have SELT properties to explore and enjoy
- Complete two-three land conservation projects in cooperation with and, of importance to, **communities that have had limited access to or engagement with past conservation efforts**



New Approaches to Evergreen Needs

Conservation by traditional easements and ownership alone will not sustain our region's needs for thriving green space and community engagement. On the horizon: exploring deeper partnerships with municipalities, the development of new conservation tools, and a deep dive into the possibility of harnessing zoning for non-traditional land protection.





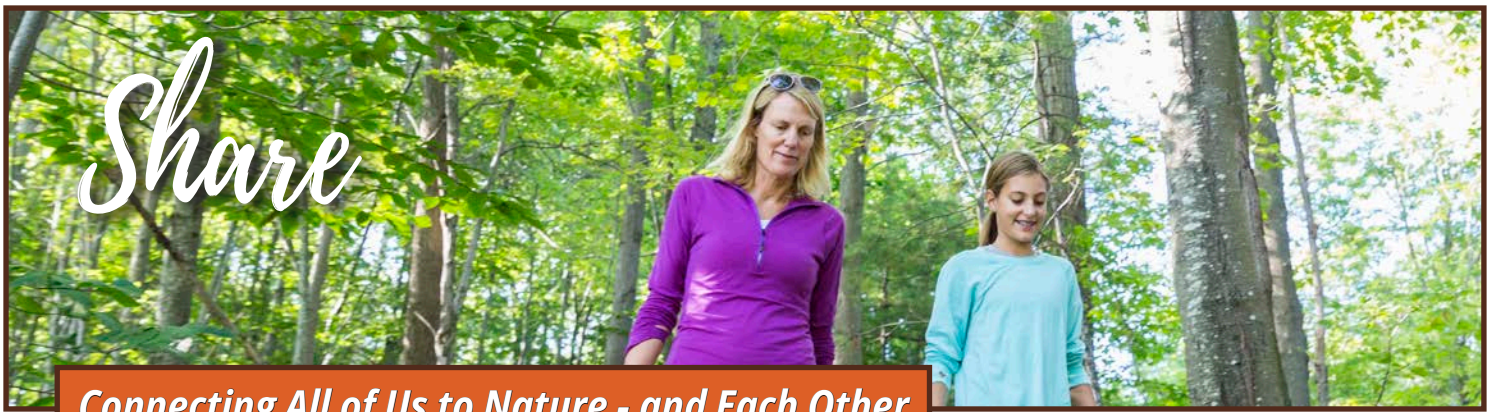
A Regional Block Party

Piece by piece, conserved lands must fit into a larger vision that inspires landowners and communities while achieving bigger goals. SELT will focus on linking large blocks of conserved lands to support healthy ecosystems and wildlife, mitigate climate change impacts, and support extended recreational opportunities.

BY 2030

- Significantly advance the *Pawtuckaway to Great Bay Greenway* vision, **tethering the Great Bay estuary to Pawtuckaway Lake** with a braid of unfragmented conserved lands
- Envision additional greenways and wildlife corridors **linking other anchor conservation areas** within SELT's service area





Nature is for Everyone

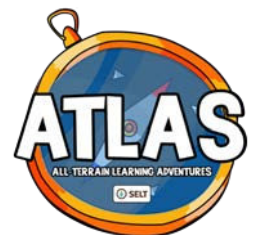
SELT's lands will be more welcoming, available, and inspiring to everyone, leading to a greater number and wider variety of people using SELT's properties.

BY 2030

- Invite a wide range of communities, representing individuals with varying needs and abilities to **help SELT better understand and eliminate barriers** to outdoor recreation and access on SELT's lands
- **Create 1-2 new trail systems** to serve communities currently far afield of SELT lands
- Engage people of different backgrounds, abilities, and traditions in the leadership of SELT's outreach programming to **encourage greater variety among participants**

Inspiring the Next Generation of Conservationists

Caring for our environment requires engaged citizens who understand and are connected to the natural world – and research shows that repeated outdoor experiences at a young age kindles a life-long love of nature. That's why SELT initiated a pilot program called ATLAS (All Terrain Learning Adventures), aimed at engaging students in elementary and middle school through frequent hands-on outdoor adventures. With a successful three-year pilot period concluded, SELT will now expand our immersive nature program to more communities and children.



BY 2030

- **Expand the ATLAS program into communities in Strafford County** where SELT's engagement would have the most impact
- **Empower and equip school leaders of existing partners to independently lead ATLAS** (allowing SELT to serve even more communities)



Steward

Caring for Our Lands Sustains Conservation Impact

The Big Picture

SELT owns 11,000+ acres (and growing!), offering an ongoing opportunity – and responsibility – to have a meaningful impact on habitats and local ecosystems.

How do our lands fit into the larger canvas of conservation in the region? To answer this, SELT will establish a comprehensive land management philosophy to align our stewardship with conservation objectives, which will drive decisions toward annual work plans and stewardship funding – now, and for generations to come.



Perpetuity, Upheld

With more easements added every year, SELT's land protection promise grows annually. To fulfill this conservation covenant, SELT will ensure it has sufficient easement stewardship funding to uphold landowner relationships, fulfill easement monitoring, and undertake enforcement obligations.

BY 2030

- The real costs of easement stewardship are **analyzed and used to forecast future costs**, identify long-term funding gaps, and to ensure the added burden of new easements is fully funded at time of acquisition
- **Build, expand, and strengthen relationships with easement landowners** to prevent violations and minimize the need for enforcement





Burley, Bigger and Better

The Nan and George Mathey Center for People and Nature and the greater Burley Farms are the beating heart of SELT. To fulfill their potential, SELT will plan for the highest and best use of the farm and surrounding landscape of over 1,000 acres.

BY 2030

- **Complete a master plan** to meet existing and future program needs
- **Establish a small-scale educational farm** to support ATLAS programming

An Evolving Organization

SELT has grown and adapted dramatically over the past decade, and the next six years offer exciting challenges that will require further growth and evolution.

BY 2030

- **Increase by 50%** the number of SELT donors and SELTie Circle members
- Strengthen our capacity through a talented cadre of volunteers, interns, and apprentices **to maximize our impact**
- **Invest in the professional growth** of early and mid-level staff and implement a strategic staffing plan to accommodate growth



In your own words...

What We Heard from our SELTies in our Strategic Plan Survey

Thank you to everyone who shared their opinion and perspective! Your voices rang out loud and clear: you are excited about our mission and, recognizing the threats facing our precious ecosystems, you want us to pursue conservation while we still can.



Conserving land allows for open space now and for future generations to enjoy.

I hope that you'll prioritize your funds to acquire as much unfragmented and important habitat as possible now, before it's too late.

Teaching and encouraging relationship-making with the "natural world" is essential to help people see how they are, themselves, part of nature.

As our state and especially the seacoast area develops, it is vitally important to preserve areas critical to protecting eco-diversity and a healthy ecosystem.

Preserve the beauty of the wild lands and the quiet they offer.

Ensure that *everyone* has access to conserved lands.

We need to protect local family farms and help them survive.

Connectivity for wildlife is important to me, since it is the most time sensitive - we're losing land to development daily.



The Power of a Plan: 2014 - 2023

SELT's last strategic plan, adopted in 2014, transformed the organization and our work. Here are a few key measures, demonstrating the power of planning:

- During 2014 to 2023, **SELT protected 14,060 acres** - over 52% of the organization's total land protected since 1980
- **Volunteers contributed more than 5,000 hours** in 2023, a dramatic increase from a typical 600 hours a year
- Today **twelve SELT ownerships with formal trail systems, kiosks, and trail guides** are available for the public to enjoy
- Completion of SELT's community headquarters - the net-zero, solar-powered **Mathey Center for People and Nature** and historic rehabilitation of the **John Prescott Chase Farmhouse** as workforce housing

What big things, then, does 2030 promise?



SELT

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• www.seltnh.org