

FRIENDS OF THE SANDIA MOUNTAINS (FOSM) STRATEGIC PLAN
September 30, 2021

VISION – FOSM 2025

Based on our four strategic goals below, our vision for 2025 is as follows:

- I) Enjoy a positive, proactive partnership with Sandia Ranger District (SRD) leadership;
- II) Be known in the community through outreach, conservation, and education;
- III) Maintain close alliances with like-minded organizations and agencies; and
- IV) Have an effective infrastructure in place.

STRATEGIC GOALS/OBJECTIVES (OPERATIONAL DECISIONS)

I. Strengthen relationship with SRD leadership

- A. Have more efficient and effective two-way communications.
- B. Be more involved in SRD planning since we have founding fathers (1997) and FS career retirees.

II. Broaden our community outreach (next-generation members and stewards) education and development

- A. Engage youth, young adults, families
- B. Publicize who we are and what we do
- C. Recruitment
- D. Participation in civic events, etc.

III. Develop close relationships with other like-minded organizations and agencies

- A. Identify and target service groups and agencies for FOSM to partner/ally with...

IV. Improve FOSM infrastructure for future mission accomplishment

- A. Board leadership; policies; decision making; authorities; communication
- B. Upgrade website
- C. Project work; scheduling; skill certification; apprentice leaders; etc.
- D. Board meetings
- E. Broader membership participation in accomplishing Strategic Plan Actions

F. Member recognition

G. Tools, equipment, and facilities – acquisition, maintenance, storage

H. Review/update policy document

Action Plan
Briefed to Board of Directors on June 22, 2021

Goal	Targeting	Specifics
I. Strengthen relationship with SRD leadership	- be more involved in SRD planning, since we have founding fathers (1997) and FS career retirees	- trails planning, rerouting - more loop trails, proposed Perimeter Trail - access and trailheads
	- efficient and effective two-way communications	- SRD Program of Work (FOSM and other) - last newsletter was 2019 update - update staff roster - reporting volunteer hours - Annual Snowshoe Race (going forward?) - Adopt-A-Trail Program (is it still viable?)
II. Broaden our community outreach (next-generation members and stewards) education and development	- engage youth, young adults, families - publicize	- Talking Talons, RMYC, SWCC, Boy Scouts, Kids in the Woods, FS ABQ Service Center, Army Recruiters, SMNHC, Carlito Springs, REI, Jr. Ranger Program, DATA , Donation wood
	- engage working folks - publicize	- a few week-end projects - utilize social media (Facebook, ...)
III. Develop closer relationships with other organizations	- user groups	- AMBA, 505 Cycling, Sandia Nordic , NMCCSC, Backcountry Horsemen
	- volunteer orgs	- NMVFO, NMWild, AWF, TCWC, TNC, Sandia Collaborative

Goal	Targeting	Specifics
	- agencies bordering the NF	- City OS, BernCo OS, BLM
IV. Improve FOSM infrastructure	- website development, administrative depth, apprentice program?	<ul style="list-style-type: none"> - a general update (last was 7/23/19) - our history page, and Sam's yearly summary - add Board member bios and photos - add links to other orgs - add membership renewal/donation by PayPal - fine tune Mission Statement (Mountainair?)
	- redundancy on critical skills, certs & apprentice program?	<ul style="list-style-type: none"> - crosscut saw and chainsaw certs - crosscut saw and chainsaw sharpening - graffiti removal, roof repair - invasive tree stump herbicide painting certs - FS truck driver & trailer towing certs
	- Board and membership communication, internal, broader membership participation	- regular Board meetings?
	- recognition criteria and process	- for a departing valued member
<p>Green font: Complete or in progress Blue font: Need volunteer(s)</p>		

Volunteer Needs

Briefed to Board of Directors on June 22, 2021

I. Strengthen relationship with SRD leadership

- **Leaders** of on-the-ground aspects of snowshoe race (trail clearing, race monitors, etc.) if organization is found to assume overall management responsibilities. Mike Madden and Steve Roholt to meet with prospective organizations.
- **Someone** to manage FOSM activities under OHV grant – purchasing materials in coordination with Russell Berman (FS) and Tim Brown.

II. Broaden our community outreach (next-generation members and stewards) education and development

- **Someone** to organize two or three weekend activities yearly to get working adults and young people involved.
- **Someone** with social media (Facebook, Instagram, etc.) experience and skills to assess our needs and lead development of appropriate social media tools.

III. Develop close relationships with like-minded organizations

- **Someone** to identify and approach like-minded organizations with which we need to work more closely.
- Cliff Giles will continue to do some of this in organizing programs for next year.

IV. Improve FOSM infrastructure

- **Someone** to work with Mike Coltrin to identify and implement enhancements to FOSM website and become Mike's backup in case of future need (God forbid).
- **Someone** to take over Jim Lunn's saw sharpening responsibilities. (We may need to contract out for this.)

- Someone(s) to become certified and licensed to drive FS vehicles and haul wood in trailers.
- Someone (perhaps a committee) to decide when special recognition is merited and coordinate activity and/or gift.

FY2021 Accomplishments

I. Strengthen relationship with SRD leadership

- Arranged for District Ranger Crystal Powell to present latest plans and management activity during May 4 general-membership meeting (Zoom).
- Held yearly District projects meeting with SRD leadership on March 29.
- Applied for and awarded a \$5K REI grant.
- Applied for and awarded a \$14K NM Game and Fish grant for OHV signage in Cedro area. Sim Cook volunteered to lead project.

II. Broaden our community outreach (next-generation members and stewards) education and development

- Arranged for ONE ABQ Mayor's Volunteer Advisory Board and GOV-TV to film members of FOSM Board in an outdoor setting on April 30 (Arbor Day) to promote community volunteerism like FOSM.
- Hosted on June 3 nine DATA (Digital Arts & Tech Academy) students and 4 teachers on *Oso Corredor* Trail where they were introduced to following topics as part of a 4-hour trail maintenance outing: Safe handling and use of tools; Value and uses of the Sandia Mountains; FS Mission and multiple-use management.; Tree mortality; Tree species identification; Prevention of soil erosion on trails; Crosscut saw use (demonstration); GPS applications in the forest; Fire-line construction.
- Issued an email membership invitation to encourage more Life Sponsor memberships.
- Arranged for KOB TV to film Wednesday-crew activities and interview two FOSM members on September 1. (Broadcast pending.)

III. Develop close relationships with other organizations and agencies

- Arranged for presentation about the Sandia Nordic Ski Club at the April 6 general membership meeting (Zoom).
- Arranged for a presentation about the Sandia Collaborative at the June 1 general membership meeting (Zoom).

IV. Improving FOSM infrastructures for future mission accomplishment

- Purchased and utilized a Zoom account to facilitate board and April-September general-membership meetings.

- Formed Strategic Planning Committee and met roughly monthly using Zoom until June to create plan. Briefed board of directors on June 22.
- Conducted going-away tribute for Jim Levesque and his wife with slides and video on May 12 using Zoom.
- Transitioned and enhanced website:
 - Added bios and photos of board members and past officers.
 - Transitioned GoDaddy-hosted site from Mike Coltrin to Cliff Giles.
 - Added detailed descriptions of weekly project activities with contact forms.
 - Added Sam's annual report
 - Added capability to use PayPal or credit card to join, renew membership, or donate.