

# Florida Wildflower Foundation Strategic Plan 2016-2021

<b>Mission</b>	The Foundation mission is to nurture awareness, understanding and enjoyment of Florida native wildflowers through conservation, preservation and education.			
<b>Vision</b>	Florida native wildflowers are widely recognized as vital to the states culture, economy, ecology and beauty.			
<b>Values</b>	Conservation, Restoration, Stewardship, Beauty, and Joy			
<b>Goals - Objectives</b>	<b>Activities</b>	<b>Performance Indicators</b>	<b>Targets</b>	<b>Person(s) Responsible</b>
<b>Research</b> - Learn to grow and manage Florida native wildflowers through sponsored and FWF-led research projects.	<ol style="list-style-type: none"> <li>Expand the presence of native wildflowers to increase numbers of pollinators and improve ecosystem services.</li> <li>Continue research on pollinator interaction with wildflowers.</li> </ol>	<ol style="list-style-type: none"> <li>Project outlined, funding and partners identified.</li> <li>Project proposal received, funding in place, contract executed.</li> </ol>	<ol style="list-style-type: none"> <li>Sept 2016</li> <li>In place Sept 2016; midyear and annual reports.</li> </ol>	Research committee, research contractor, ED
<b>Education</b> - Teach about Florida native wildflowers.	<ol style="list-style-type: none"> <li>Educate and inform regional stakeholders about roadside wildflowers' value.</li> <li>Develop educational and informational documents and presentations.</li> <li>Develop and maintain partnerships that fulfill education objectives.</li> </ol>	<ol style="list-style-type: none"> <li>Prioritize projects and costs.</li> <li>Partnership meetings.</li> </ol>	<ol style="list-style-type: none"> <li>April 2017; plan review annually.</li> <li>Annual review.</li> <li>Biannual review.</li> </ol>	Education committee, ED, program manager
<b>Planting</b> - Expand the presence of native wildflowers at public facilities and on roadsides.	<ol style="list-style-type: none"> <li>Develop demonstration projects with state parks, botanical gardens, nature centers, county extension offices.</li> <li>Develop a technical planting manual and landscape maintenance procedures.</li> </ol>	<ol style="list-style-type: none"> <li>Grant programs and awards.</li> <li>Distribute publication at 2018 FL ASLA meeting.</li> </ol>	<ol style="list-style-type: none"> <li>Annually.</li> <li>July 2018.</li> </ol>	Planting committee, program manager
<b>Roadsides</b> - Support and enhance the Department of Transportation wildflower program	<ol style="list-style-type: none"> <li>Advocate for conservation of naturally occurring roadside wildflowers</li> <li>Advise FDOT and county agencies</li> <li>Promote wildflower resolutions and community involvement in roadside management</li> </ol>	<ol style="list-style-type: none"> <li>Engage contractor, FDOT and Florida Chapter of American Public Works Association; develop draft MOA committing to increase wildflowers.</li> <li>Advise FDOT and county agencies.</li> <li>Promote wildflower resolutions and community involvement in roadside management</li> </ol>	<ol style="list-style-type: none"> <li>April 2017.</li> <li>Biannual review and update.</li> <li>Biannual review and update.</li> </ol>	ED, Roadsides contractor
<b>Development</b> - Ensure adequate funding to pursue and accomplish mission, vision and goals.	<ol style="list-style-type: none"> <li>Update and execute the State Wildflower license plate marketing plan.</li> <li>Update and execute development plan.</li> </ol>	<ol style="list-style-type: none"> <li>Tag sales.</li> <li>Plan on budget.</li> </ol>	<ol style="list-style-type: none"> <li>Biannual review and update.</li> <li>Biannual review and update; monthly report to BOD</li> </ol>	ED