



DELAWARE CENTER FOR THE  
**INLAND BAYS**  
Research. Educate. Restore.

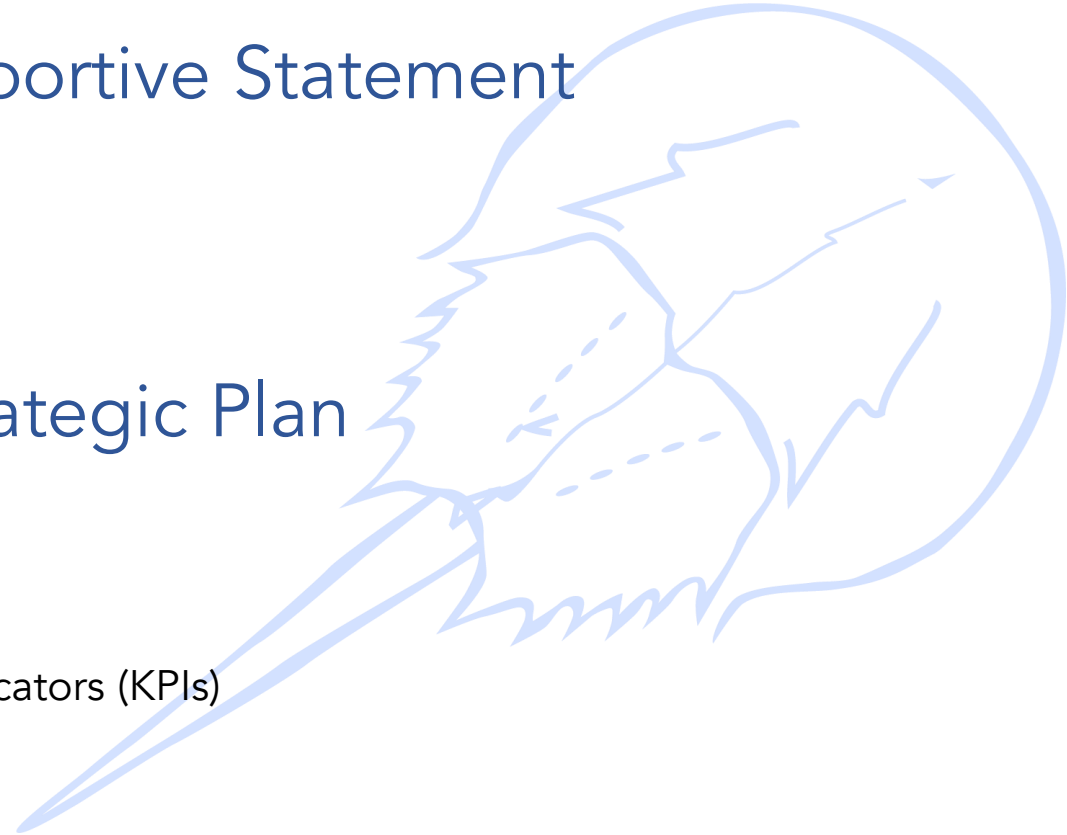
# FY2023-2025 Strategic Plan

## Center for the Inland Bays

Citizens Advisory Committee (CAC)  
October 27, 2022

# Results

- Mission and Supportive Statement
- Vision Statement
- Values
- FY2023-2025 Strategic Plan
  - 6 Strategic Goals
  - 24 Objectives
  - 54 Key Performance Indicators (KPIs)



# Mission and Supportive Statement

To preserve, protect, and restore Delaware's Inland Bays and their watershed. *The Center achieves this through science-based: research, restoration, education, outreach, public policy, and advocacy.*

## Vision Statement

A healthy and resilient watershed, where diverse wildlife and habitats thrive, and all who live, work, and visit contribute to its betterment as informed stewards.

# Values

- **Integrity.** We operate, communicate, and advocate with scientific, organizational, and individual integrity.
- **Collaboration.** We are successful when we work together.
- **Inclusivity.** We embrace the potential unleashed when all are represented.
- **Respect.** We act with respect for the environment and the perspectives, knowledge, and contributions of others.
- **Empowerment.** We empower the community to be responsible stewards of the Bays through our educational and scientific efforts. We are empowered by a positive work culture that fosters innovation, fun, and doing good.





# Growth Management and Operations

Achieve a high-quality work culture that attracts and retains talent, supports work-life balance, and ensures responsible growth management.

## Objectives

1. Establish a Human Resources function.
2. Create a work culture that is positive, fun, supportive, humble, focuses on quality of our deliverables, and provides time to be creative.
3. Develop and maintain effective systems, processes, and plans to control and manage growth.



# Fund Development and Sustainability

Strengthen relationships with current financial supporters and develop new financial resources through diverse partnerships to accelerate the growth of the Center and projects.

## Objectives

1. Develop and implement a process for an integrated, board-approved fund development plan with targets.
2. Generate new unrestricted funding for operational capacity building by leveraging partnerships with academic, government, corporate and foundation funding.
3. Increase dedicated funds from the State of Delaware (Legislature and DNREC) and EPA.



# Outreach and Education

Raise awareness of the Center and the Bays through enhanced outreach, education, and marketing to current and new diverse stakeholders.

## Objectives

1. Develop a diversity, equity, inclusion, and social justice (DEIJ) plan.
2. Increase the number of constituents reached across the watershed, with an emphasis on new and diverse populations, through various mediums.
3. Complete implementation of the James Farm Ecological Preserve Master Plan and utilize Preserve to enhance education and engagement with diverse audiences.
4. Update Marketing Plan with a focus on reputation, scientific expertise, and organizational values.

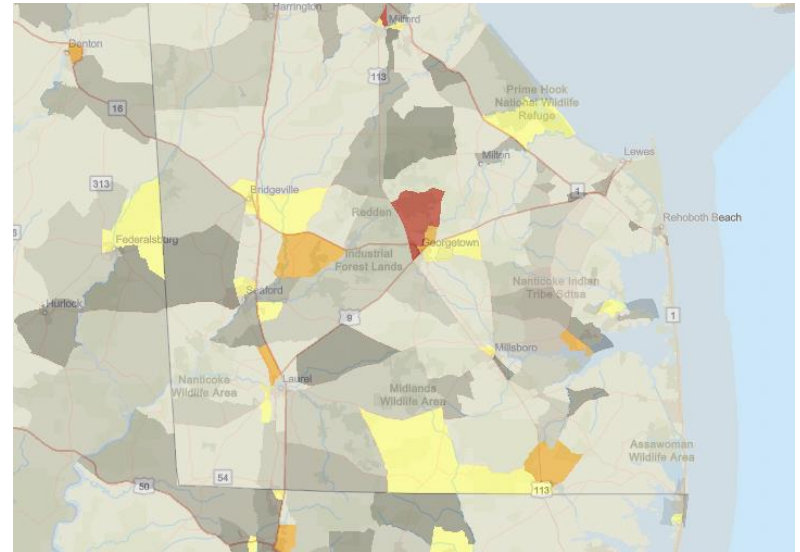




# DEIJA Plan

**GOAL:** Increase capacity to understand and address DEIJA issues within the organization, throughout the watershed, and beyond.

- Formation of DEIJA Implementation Team
- Consultant to assist with:
  - DEIJA Assessment
  - Board and Staff Training
  - Plan Development
- Community Outreach and Project Identification
  - Informed by EPA Region 3 R2P2 research project and EJSscreen



# Science, Restoration, and Watershed Coordination

Use modeling and monitoring to inform a clear and accelerated path to meet water quality and habitat restoration goals through committed and integrated partnerships.

## Objectives

1. Set quantitative goals for prioritized pollution control actions that will achieve the total maximum daily loads for nutrients within a specified time frame.
2. Accelerate pollution control by focusing on the agricultural actions of the Inland Bays Pollution Control Strategy.
3. Realize policies that increase protection of forests and wetlands.



# Science, Restoration, and Watershed Coordination

(continued)

## Objectives

4. Complete 50% of a hydrodynamic and water quality model for the Inland Bays.
5. Wastewater Planning Subcommittee develops wastewater nutrient loading budget and initiates priority recommendations of white paper.
6. Enhance partnerships to advance estuarine ecosystem restoration.
7. Assist in developing leadership and capacity within Sussex County and local communities to mitigate and adapt to climate change.





# Land Protection and Restoration

Develop the Center as a significant land protection organization that coordinates with partners to acquire land for habitat protection and restoration, pollution control, climate mitigation and public recreation.

## Objectives

1. Maintain the Sussex Conservation Partnership to accelerate land protection and scale Center-led pollution control/ecosystem restoration projects.
2. Create an exploratory workgroup to determine feasibility and approach to the Center becoming a significant landholder and manager.
3. Explore potential to demonstrate and promote regenerative agriculture practices on Center-acquired lands.



# Advocacy

Proactively shape and affect implementation of environmental policy to improve the quality of the watershed by increasing the capacity of the Center as a science-based advocate.


## Objectives

1. Define and communicate the Center's advocacy role.
2. Evaluate organization crisis communication and management strategy.
3. Increase internal and external capacity for advocacy.
4. Leverage SCAT and HOAs to advocate for policies and permits that implement the CCMP.





# Next Steps

- Develop 1-year Tactical Plan with timetables and responsibilities.
  - Produce an external-facing publication of the plan for outreach and development purposes.
  - Begin implementation and report on progress to the Board quarterly.
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# Questions?



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Get on board with the bays.  
[inlandbays.org](http://inlandbays.org)

Rehoboth | Indian River | Little Assawoman