Vision:
The Sky Islands is a place where nature thrives, where open space and clean water are available to all, and where people are connected to the region and its innate ability to enrich our lives.

Mission:
To protect and restore the diversity of life and lands in the Sky Island region.

Strategic Framework 2020 - 2023

Internal Organizational Goals:
1. Strengthen fiscal management and oversight; ensure long term financial sustainability
2. Develop staff and Board capacity, with an emphasis on creating a culture of commitment and professionalism
3. Enhance communication, outreach and fundraising capacity
4. Enhance governance & leadership by strengthening and diversifying staff and Board and working toward becoming a truly binational organization

Values and Guiding Principles:

Values
Visionary leadership (internally and externally)
Nature/Eco-Integrity
Stewardship
Science
Connectivity/sense of place
Diversity
Sustainability

Guiding Principles
People and Place
Binational and Transboundary
Citizen Engagement
Lead and Convene
Collaborate and Partner
Meaningful and Measurable
**Connect People to This Unique Region**

**GOAL 1**
Inspire and empower people to connect with and care for the wildlife, water and lands of the Sky Islands

**Strategies:**
1. Increase the diversity of volunteers to represent the population of the region
2. Increase public’s connection to the Sky Island region, and their understanding of issues
3. Mobilize the public to advocate for protection and restoration of the Sky Islands
4. Foster the next generation of conservation leaders in the U.S. and Mexico

**Key Actions 2020:**
- Launch Sky Island Fellowship Program
  - Grow partnership with UNISIERRA and University of Arizona
  - Build partnership with two additional universities in Sonora
  - Develop and execute science and restoration service projects with fellows and students
- Launch new volunteer management approach
- Launch Sky Island communication strategy
  - Execute comprehensive communications plan that provide timely, branded messaging about values, threats, and opportunities
  - Grow network of supporters receiving Sky Island Tracker, following SIA on social media, and attending events
  - Release assessment tool for tracking health of Sky Island Region
  - Create visual tools to educate and inspire
- Sky Island Incubator
  - Research creation of Sky Island Naturalist training program for public

**Protect Water**

**GOAL 2**
Protect, enhance, and restore water resources within the Sky Islands

**Strategies:**
1. Increase documentation and knowledge of water sources within the region (springs, shallow groundwater, streams)
2. Utilize information collected to advocate for protection of water sources
3. Improve upland watershed integrity and enhance recharge in watersheds
4. Develop policy to support protection of water for natural areas

**Key Actions 2020:**
- Release springs prioritization tool
- Survey 30 new priority springs in U.S. and Mexico
  - Design simplified survey for non-experts
  - Train 50 springs volunteers and students
  - Launch new Adopt-a-Spring monitoring program to address most pressing monitoring needs.
- Create a springs/water source conservation and restoration pipeline
  - Release Sky Island Water report to public, resource managers, and landowners
  - Engage in priority watershed collaboratives to advance spring conservation
  - Seek conservation agreements with 8 ranchers in Sonora and develop stewardship tools to support spring conservation
  - Design and execute 3 spring/water source restoration projects to improve wildlife access, and manage non-native species, and grazing

**Conserve Wildlife**

**GOAL 3**
Conserve and enhance native wildlife habitat and connectivity in the Sky Islands

**Strategies:**
1. Increase understanding, documentation, and sharing of information about wildlife movement and presence
2. Work toward the identification, protection and enhancement of critical wildland and urban wildlife corridors and crossings
3. Use information collected on wildlife presence and distribution to inform planning and policy
4. Identify, protect and enhance priority wildlife habitat

**Key Actions 2020:**
- Wildlife at the Wall study and campaign
  - Launch redesigned wildlife tracking training to certify 50 volunteers to conduct tracking blitzes, and maintain cameras
  - Execute communications plan to share data and raise public awareness.
- Improve connectivity and habitat for focal species through protection and restoration
  - Execute 3 habitat enhancement projects to benefit focal species that demonstrate transboundary conservation
  - Advocate for wildlife friendly road crossings
  - Advocate to stop border wall construction
  - Seek conservation agreements with 8 ranchers in Sonora to enhance connectivity for wildlife between protected areas
  - Create education resources for landowners on wildlife friendly practices

**Sky Island Incubator**
- Explore conservation science approaches to benefit wildlife conservation

**FOSTER COLLABORATIVE STEWARDSHIP**

**GOAL 4**
Share resources and build the alliance of partners and collective action to promote and protect the well-being of the Sky Islands

**Strategies:**
1. Advance sharing and utilization of science to promote regional conservation and restoration
2. Foster a network of agencies, organizations and community stakeholders to work together to build adaptive capacity of the Sky Island landscape and wildlife
3. Lead transboundary coordination
4. Promote protection and enhancement of a connected network of habitats

**Key Actions 2020:**
- Provide and champion a unified vision for Sky Island conservation
  - Release a print and online story map with inspiring narrative that communicates a conservation vision for the Sky Islands.
  - Engage partners to implement projects in priority areas for conservation, connectivity, and restoration
  - Provide coordination to a regional network/collaborative and track the conservation value of its effort
  - Lead planning for a 2021 Madrean Conference to promote binational information exchange and collaboration.
  - Convene transboundary forum on spring conservation to coordinate science and action
  - Be a resource for partners to hear about and share landscape-scale information.