WHO IS COASTAL CONNECTIONS, INC?

We are a 501(c)(3) nonprofit organization based in Vero Beach, FL
We want to create conservation minded behavior change

Mission
To Protect Coastal Habitats
Through Educating and
Connecting People To The
Environment

Vision
To Be A Driving Force For
Environmentally Friendly And
Sustainable Practices Leading
To The Recovery of Sea Turtles

Initiatives
CCinc Has Three Core Initiatives
• Turtle T.R.A.C.K.E.R.S.
• Sea Turtle Friendly Certified
• Vero Goes Zero
Coastal Connections, Inc (CCinc) was incorporated in 2017 and until 2020 was managed by part-time dedicated volunteers. During the first three years, these leaders developed interactive conservation programs, built volunteer interests and demanded sustainable change in our community. In the Summer of 2020, the Board of Directors embarked on the organization’s first strategic planning retreat to create short and long-term plans for the organization’s growth and development.

Prior to the planning meeting, Board Members completed a written set of pre-planning questions provided by the professional facilitator, identifying a number of strengths, weaknesses, ideas and visions for the leadership and volunteers that make up CCinc. This half day retreat challenged our Board Members to discover who we are as an organization, where we want to go and how we are going to get there. Results of this meeting are outlined in the following strategic action plan which will guide the next three years of operation.

**Board of Director Members Present at Planning Retreat:**
Kendra Cope, Sherri Davis, Lori Miller, Celeste McWilliams, Lisa Moreland, and Barb Grass
Turtle T.R.A.C.K.E.R.S.  
*Teamwork, Rescue, Adoption, Conservation, Knowledge, Experience, Research, Stewardship*

This initiative focuses on conducting sea turtle conservation experiences and uses outreach, education, research and partnerships to protect sea turtles.

Sea Turtle Friendly Certified  
*Incentivizing Business Certification*

This initiative is the synergistic focal area combining sustainability, sea turtle conservation and eco-tourism. The certification will be administered by CCinc.

Vero Goes Zero  
*Community Sustainability*

This initiative is dedicated to recycling and reducing single use plastic for a more sustainable future using education, outreach, marketing and business partnership.

Organization Growth and Development

Strategic growth and development is key for CCinc's long-term success. This initiative relates to administrative and fundraising enhancement.

## Strategic Action Plan

### Turtle T.R.A.C.K.E.R.S.
- Diversify Program Audiences
- Enhance Rescue and Release Efforts
- Develop Programs for Year-Round Outreach
- Identify Research Opportunities

### Sea Turtle Friendly Certified
- Certify & Renew Hospitality Sector
- Reduce Lighting Impacts
- Improve Nesting Habitat
- Develop Eateries Sector Standards

### Vero Goes Zero
- Minimize Single-Use Plastic Availability
- Increase Quantity and Quality of Recycling
- Install Reusable Water Bottle Filling Stations
- Create Cleaner and Healthier Beaches

### Organization Growth and Development
- Develop Impactful Annual Campaigns
- Innovate and Adapt Fundraising Efforts
- Build a Positive and Impactful Reputation
- Diversify & Build the Organization & Leadership
- Create Large-Scale Partnerships
CCinc Programmatic Organizational Chart
Draft Rev 12.18.20
UPDATED ANNUALLY

Board of Directors

Founding Director

Sea Turtle
T.R.A.C.K.E.R.S.
- ENVIRONMENTAL EDUCATION PROGRAMS
- TURTLE DIGS*
- TURTLE RELEASES*
- TURTLE RESCUE*

Sea Turtle Friendly
Certified
- HOSPITALITY - HOTELS, ETC.
- ARTIFICIAL LIGHTING EVALUATIONS
- LOCAL BUSINESS PARTNERSHIPS
- SUSTAINABILITY PARTNERSHIPS

Growth and Development
- DONOR RELATIONS
- FUNDRAISING
- NEWSLETTERS
- PROGRAM COMMUNICATIONS
- PUBLIC RELATIONS
- SOCIAL MEDIA AND MARKETING
- TABLING AND COMMUNITY EVENTS
- VOLUNTEER RECRUITMENT

Vero Goes Zero
- BEACH BASKETS
- COASTAL CLEANUPS
- PLASTIC ALTERNATIVES
- WATER BOTTLE FILLING STATIONS
- W.R.A.P. RECYCLING**

** Wrap Recycling Action Program for plastic wrap and bags

*May require coordination with the County and/or other Marine Turtle Permit Holders

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STRATEGIC PLANNING PROCESS

WHY
In our first three years, CCInc has built a reputation for excellence along with a number of immersive coastal conservation and protection programs. Because of our success, the CCInc Board knew it was time to evaluate who we are, who we want to become and decide the best steps to get there.

FACILITATION AND GOALS
The Board Doctor, LLC was chosen to provide expert facilitation of Board discussion and planning, and also provide expert consulting advice on Board and Staff development. Goals were to evaluate CCInc’s mission, create a streamlined vision, and consolidate program and personnel energies into three core initiatives. The Board of Directors also wanted to pave a pathway for organizational growth and development over the next three years.

RESULTS
With great facilitation and consultation, the Board of Directors streamlined programs into three initiatives; Turtle T.R.A.C.K.E.R.S., Sea Turtle Friendly Certified, and Vero Goes Zero. The Board also set achievable goals for program impacts, dedicated resources towards a significant fundraising plan, and agreed to hire leadership staff. The Board will grow and diversify with individuals from different backgrounds with varied expertise. The Board will review this action plan and organizational chart annually and update as needed.