To Our Stakeholders and Partners in Wildlife Conservation:

I am pleased to announce completion of the N.C. Wildlife Resources Commission’s strategic plan. This plan is the culmination of diverse efforts that began in 2006 with a mission analysis involving employees, partners, and the public. Recognized strengths were identified and pathways to address identified weaknesses were developed. The plan was reviewed and adopted by the Commission board in a facilitated workshop that resulted in the strategic direction outlined in this plan.

Two key factors affecting the future of diverse and abundant wildlife in North Carolina are brought to light in the strategic plan. First is acceptance that, as urbanization and development increase across the state, wildlife habitats and programs are faced with new complications. Second is the growing and more diverse nature of our human population. These two issues, well beyond the reach of us alone, are directly in line with the strategic direction that the Commission will pursue in executing the plan. As such, the plan is intended to support our mission, focus on other natural resource issues, and support public conservation efforts.

The strategic plan and subsequent implementation plan call for a Commission that will support wildlife conservation efforts and provide desirable opportunities for fishing, hunting, shooting, and related wildlife activities. The plan increases the amount of public access to land and waterways. That access supports the opportunity for all, regardless of age, physical abilities, or economic circumstances. The strategic plan identifies the need for new and expanded partnerships and better use of available resources in addressing the needs of an increasingly diverse and fast-changing society.

The strategic plan identifies seven broad goals for the Commission that will support wildlife conservation efforts and provide sustainable opportunities for hunting, fishing, trapping, boating, and other wildlife-related activities. These goals are described herein, and the Commission will work diligently to achieve them. The Commission is committed to providing the North Carolina public with opportunities that are safe, comprehensive, effective, and efficient.

Sincerely,

Gordon Myers
Executive Director

GORDON MYERS
EXECUTIVE DIRECTOR

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION MISSION

To conserve North Carolina’s wildlife resources and their habitats and provide programs and opportunities that allow hunters, anglers, boaters and other outdoor enthusiasts to enjoy wildlife-associated recreation.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION PURPOSE

To develop and administer programs directed to the conservation of fish and wildlife resources and their habitats.

GOAL 1: All North Carolina citizens have the opportunity for safe and readily available participation in hunting, fishing, boating and other wildlife-related activities.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and other recreation initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 2: Expand the constituency base by providing and promoting opportunities for every adult and child, regardless of physical abilities, to experience North Carolina’s wildlife resources.

STRATEGIC OBJECTIVES:

1. Provide expanded hunting, shooting, angling, and wildlife conservation courses in the elementary schools.
2. Increase the public’s access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism, and other recreation initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 3: Provide stable funding, strong leadership, and a strong and unequivocal statutory base for the Commission.

STRATEGIC OBJECTIVES:

1. Provide stable funding for the Commission’s efforts to provide for the conservation of wildlife and related programs.
2. Increase public access to private lands and waterways.
3. Expand opportunities for all wildlife-associated recreation.
4. Increase opportunities for disabled persons and women to participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the N.C. Wildlife Resources Commission programs and services.

STRATEGIC PLAN

FROM THE DIRECTOR

TO OUR STAKEHOLDERS AND PARTNERS IN WILDLIFE CONSERVATION

I am pleased to announce completion of the N.C. Wildlife Resources Commission’s strategic plan. This plan is the culmination of diverse efforts that began in 2006 with a mission analysis involving employees, partners, and the public. Recognized strengths were identified and strategies to address identified weaknesses were developed. The plan was reviewed and adopted by the Commission board in a facilitated workshop that resulted in the strategic direction outlined in this plan.

Two key factors affecting the future of diverse and abundant wildlife in North Carolina are brought to light in the strategic plan. First is acceptance that, as urbanization and development increase across the state, wildlife habitats and programs are faced with new complications. Second is the growing and more diverse nature of our human population. These two issues, well beyond the reach of us alone, are directly in line with the strategic direction that the Commission will pursue in executing the plan. As such, the plan is intended to support our mission, focus on other natural resource issues, and support public conservation efforts.

The strategic plan identifies seven broad goals for the Commission that will support wildlife conservation efforts and provide sustainable opportunities for hunting, fishing, trapping, boating, and other wildlife-related activities. These goals are described herein, and the Commission will work diligently to achieve them. The Commission is committed to providing the North Carolina public with opportunities that are safe, comprehensive, effective, and efficient.

Sincerely,

Gordon Myers
Executive Director

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION VISION

The N.C. Wildlife Resources Commission is providing safe, comprehensive, effective and efficient, wildlife and boating programs that:

• Conserve the diversity and abundance of the State’s wildlife resources.

• Provide diverse opportunities for all citizens regardless of age or physical abilities to access and enjoy hunting, angling, boating and other wildlife-associated recreation.

• Demonstrate to the citizens of North Carolina through education and communication the critical role of wildlife management in maintaining the vitality of our wildlife resources.

• Ensure working lands and their associated wildlife communities.

• Share a strong and unequivocal statutory basis that supports responsible wildlife agencies.

• Feature strong partnerships with other natural resource entities to complement the mission of the N.C. Wildlife Resources Commission and leverage resources to achieve that mission.

• Are financially secure through diverse, dedicated and ample funding.

• Are based on sound science.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION GOALS

GOAL 1: All North Carolina citizens have the opportunity for safe and readily available participation in hunting, fishing, boating and other wildlife-related activities.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and other recreation initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 2: Expand the constituency base by providing and promoting opportunities for every adult and child, regardless of physical abilities, to experience North Carolina’s wildlife resources.

STRATEGIC OBJECTIVES:

1. Provide expanded hunting, shooting, angling, and wildlife conservation courses in the elementary schools.
2. Increase the public’s access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism, and other recreation initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 3: Provide stable funding, strong leadership, and a strong and unequivocal statutory base for the Commission.

STRATEGIC OBJECTIVES:

1. Provide stable funding for the Commission’s efforts to provide for the conservation of wildlife and related programs.
2. Increase the public’s access to private lands and waterways.
3. Expand opportunities for all wildlife-associated recreation.
4. Increase opportunities for disabled persons and women to participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the N.C. Wildlife Resources Commission programs and services.
From the Director

To Our Stakeholders and Partners in Wildlife Conservation:

I am pleased to announce completion of the N.C. Wildlife Resources Commission’s strategic plan. This plan is the culmination of diverse efforts that began in 2006 with a mission analysis involving employees, partners, and the public to assess awareness and needs for wildlife conservation and programs. Background information was collected and summarized in a comprehensive report that served as the foundation for the plan.

The key factors driving the future of wildlife and natural resources in North Carolina as identified in the strategic plan. Here are some examples that emerged from the diverse efforts:

- Acceptance that, as urbanization and development continue in the state, wildlife habitats and populations are reduced and vulnerable. Increased demand for recreational activities, such as hunting, fishing, and boating, is expected to increase, and the Commission will need to balance the needs of wildlife with those of human recreation.

- The Commission’s mission to conserve, protect, manage, and enhance the state’s diverse wildlife, fish, and natural resources.

The strategic plan identifies seven broad goals for the Commission that will support wildlife conservation efforts and provide sustainable opportunities for hunting, fishing, trapping, boating, and related outdoor recreation.

I invite you to review the plan and advise me of its strengths and weaknesses. It is intended to be a living document, intended to be revised and updated, as needed, to refine our approaches to the broad challenges and opportunities facing the Commission.

Sincerely,

Gordon Myers
Executive Director

North Carolina Wildlife Resources Commission Mission

To conserve North Carolina’s wildlife resources and their habitats and provide programs and opportunities that allow hunters, anglers, boaters, and other outdoor enthusiasts to enjoy wildlife-associated recreation.

North Carolina Wildlife Resources Commission Purpose

To develop and administer programs directed to the conservation of fish and wildlife and their habitats.

North Carolina Wildlife Resources Commission Vision

The N.C. Wildlife Resources Commission is providing safe, comprehensive, effective, and efficient programs for hunting, fishing, trapping, boating, and other wildlife-related activities that:

- Conserve the diversity and abundance of the State’s wildlife resources.
- Provide diverse opportunities for all citizens' regardless of age or physical abilities to access and enjoy hunting, fishing, trapping, and other wildlife-associated activities.
- Demonstrate to the citizens of North Carolina through education and communication the critical role of wildlife management in sustaining the quality of our wildlife resources.
- Support working lands and their associated wildlife communities.
- Use a strong and measured, science-based approach to administer and deliver the N.C. Wildlife Resources Commission’s programs and services.
- Sustain working lands and their associated wildlife communities.
- Have a strong and unequivocal statutory base that supports constituent needs and agency sustainability.
- Feature strong partnerships with other natural resource entities to complement the mission of the N.C. Wildlife Resources Commission and leverage resources to achieve that mission.
- Are financially secure through diverse, dedicated, and ample funding.
- Are based on scientific data.

North Carolina Wildlife Resources Commission Goals

GOAL 1: All North Carolina citizens have the opportunity for safe and readily available participation in hunting, fishing, boating, and other wildlife-related activities.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources into land planning, tourism, and environmental initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 2: Expand the constituency base by providing and promoting opportunities for every adult and child, regardless of physical abilities, to experience North Carolina’s wildlife resources.

STRATEGIC OBJECTIVES:

1. Provide expanded hunting, shooting, angling, and wildlife conservation courses in the elementary schools.
2. Increase the public’s understanding of the N.C. Wildlife Resources Commission and its conservation programs.
3. Expand opportunities for all wildlife-associated recreation.
4. Increase opportunities for disabled sportsmen and women to participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the N.C. Wildlife Resources Commission’s programs and services.
To Our Stakeholders and Partners in Wildlife Conservation:

I am pleased to announce completion of the N.C. Wildlife Resources Commission’s strategic plan. This plan is the culmination of diverse efforts that began in 2006 with a mission analysis involving employees, partners, and the public to assess awareness and needs. The strategic plan is the result of additional efforts involving employees, board members, and partners and is intended to guide the Commission’s work as it responds to challenges and opportunities to conserve our natural resources.

The strategic plan identifies seven broad goals for the Commission that will support wildlife conservation efforts and provide sustainable opportunities for hunting, fishing, trapping, boating and other forms of wildlife-associated recreation. The plan’s themes focus on wildlife sustainability through conservation and relevancy of wildlife to a broader segment of citizens.

The strategic plan is a living document intended to be revised and updated, as needed, to refine our approaches to the broad challenges and opportunities to conserve our natural resources. I welcome your feedback and advice on the plan’s strengths and weaknesses.

Sincerely,

Gordon Myers
Executive Director

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION MISSION

To conserve North Carolina’s wildlife resources and their habitats and provide programs and opportunities that allow hunters, anglers, boaters and other outdoor enthusiasts to enjoy wildlife-associated recreation.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION PURPOSE

To develop and administer programs directed to the conservation of fish and wildlife resources and their habitats.

STRATEGIC PLAN GOALS

GOAL 1: All North Carolina citizens have the opportunity for safe and readily available participation in hunting, fishing, boating and other wildlife-related activities.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and agro-tourism initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 2: Expand the constituency base by providing and promoting opportunities for every adult and child, regardless of physical abilities, to experience North Carolina’s wildlife resources.

STRATEGIC OBJECTIVES:

1. Provide expanded hunting, shooting, angling, and wildlife conservation courses in the elementary schools.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism, and agro-tourism initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 3: Secure the future for wildlife in North Carolina.

STRATEGIC OBJECTIVES:

1. Ensure the Commission has the legal authority to develop and administer programs that meet the needs of the citizens of North Carolina.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and agro-tourism initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 4: Protect and enhance the Commission’s financial base.

STRATEGIC OBJECTIVES:

1. Increase public access to private lands and waterways.
2. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and agro-tourism initiatives.
3. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 5:增强北卡罗来纳州野生动物资源委员会的作用和影响力。

STRATEGIC OBJECTIVES:

1. 通过立法支持野生动物保护。
2. 增加公众对私人土地和水域的访问。
3. 与其他机构和当地政府部门合作，将野生动物资源纳入土地规划、旅游和农业旅游项目。
4. 减少与野生动物相关的狩猎和划船事故和违规行为。

GOAL 6: 为野生动物保护提供可持续的机会。

STRATEGIC OBJECTIVES:

1. 通过立法支持野生动物保护。
2. 增加公众对私人土地和水域的访问。
3. 与其他机构和当地政府部门合作，将野生动物资源纳入土地规划、旅游和农业旅游项目。
4. 减少与野生动物相关的狩猎和划船事故和违规行为。

GOAL 7: 保护并增强北卡罗来纳州野生动物资源委员会的财政基础。

STRATEGIC OBJECTIVES:

1. 通过立法支持野生动物保护。
2. 增加公众对私人土地和水域的访问。
3. 与其他机构和当地政府部门合作，将野生动物资源纳入土地规划、旅游和农业旅游项目。
4. 减少与野生动物相关的狩猎和划船事故和违规行为。
To Our Stakeholders and Partners in Wildlife Conservation:

I am pleased to announce completion of the N.C. Wildlife Resources Commission’s strategic plan. This plan is the culmination of diverse efforts that began in 2006 with a mission analysis involving employees, partners, and the public to assess awareness and understanding of the Commission’s mission and programs. Building on the results of this analysis, the Commission engaged an outside contractor to develop strategies that would address the key factors affecting the future of diverse and abundant wildlife in North Carolina.

Two key factors affecting the future of diverse and abundant wildlife in North Carolina are brought to light in the strategic plan. First is acceptance that, as urbanization and development continue to stress habitats and wildlife populations, there is less tolerance for conflict. Second is the need to develop and maintain more of our human populations in line with natural resources, well from diverse sources with wildlife and the outdoors. Recognition of these factors led to the plan’s themes of wildlife sustainability through conservation and relevancy of wildlife to a broader segment of citizens.

The strategic plan identifies seven broad goals for the Commission that will support wildlife conservation efforts and provide sustainable opportunities for hunting, fishing, boating, and other wildlife-related activities. These goals are intended to help the Commission achieve the most important outcomes in its work, which are to conserve and maintain the diversity and abundance of the State’s wildlife resources, to provide diverse opportunities for all citizens regardless of age or physical abilities to enjoy wildlife-related recreation, to demonstrate to the citizens of North Carolina through education and communication the critical role of wildlife management in sustaining the quality of our wildlife resources and their habitats, to recognize working lands and their associated wildlife communities, to have a strong and unequivocal statutory base that supports constituent needs and agency sustainability, to feature strong partnerships with other natural resource entities to complement the mission of the N.C. Wildlife Resources Commission and leverage resources to achieve that mission, and to be financially secure through diverse, dedicated and ample funding.

I invite you to review the plan and advise me of its strengths and weaknesses. It is a living document, intended to be revised and updated, as needed, to refine our approaches to the broad challenges the plan identifies. Together, we can ensure the future for wildlife in North Carolina.

Sincerely,

Gordon Myers
Executive Director

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION MISSION

To conserve North Carolina’s wildlife resources and their habitats and provide programs and opportunities that allow hunters, anglers, boaters, and other outdoor enthusiasts to enjoy wildlife-associated recreation.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION PURPOSE

To develop and administer programs directed to the conservation of fish and wildlife resources and their habitats.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION GOALS

GOAL 1: All North Carolina citizens have the opportunity for safe and readily available participation in hunting, fishing, boating, and other wildlife-related activities.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in local planning, tourism, and economic development.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 2: Expand the constituency base by providing and promoting opportunities for all adults and children, regardless of physical abilities, to experience North Carolina’s wildlife resources.

STRATEGIC OBJECTIVES:

1. Provide expanded hunting, shooting, angling, and wildlife conservation courses in the elementary schools.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in local planning, tourism, and economic development.
4. Increase opportunities for all wildlife-associated recreation.
5. Expand opportunities for all wildlife-associated recreation.
6. Increase opportunities for disabled persons and women to participate in all forms of wildlife-associated recreation.

I look forward to many successful accomplishments as, together, we secure the future for wildlife in North Carolina.
FROM THE DIRECTOR

To Our Stakeholders and Partners in Wildlife Conservation:

I am pleased to announce completion of the N.C. Wildlife Resources Commission’s strategic plan. This plan is the culmination of diverse efforts that began in 2006 with a mission analysis involving employees, partners, and the public to assess awareness and support for the N.C. Wildlife Resources Commission and its programs. Background information was collected and summarized by a team of consultants hired to help frame the decision-making process.

Two key factors affecting the future of diverse and abundant wildlife in North Carolina are brought to light in the strategic plan. First is acceptance that, as urbanization and development continue to spread across the state, wildlife habitats and population densities are threatened. Second, the public is demanding more of our public programs and private lands, with some concern, for additional support from state, county, and municipal governments. Recognition of these factors, coupled with an assessment of the public’s expectations of the Commission’s conservation and efficient use of valuable wildlife resources, was the starting point for this process.

The strategic plan identifies seven broad goals for the Commission that will support wildlife conservation efforts and provide programs and opportunities that allow hunters, anglers, boaters and other outdoor enthusiasts to enjoy wildlife-associated recreation.

I invite you to review the plan and advise me of its strengths and weaknesses. It is a living document, intended to be revised and updated, as needed, to refine our approaches to the broad challenges facing wildlife and the Commission.

Sincerely,

Gordon Myers
Executive Director

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION MISSION

To conserve North Carolina’s wildlife resources and their habitats and provide programs and opportunities that allow hunters, anglers, boaters, and other outdoor enthusiasts to enjoy wildlife-associated recreation.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION PURPOSE

To develop and administer programs directed to the conservation of fish and wildlife resources and their habitats.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION VISION

The N.C. Wildlife Resources Commission is providing safe, comprehensive, effective and efficient fisheries, wildlife, and boating programs that:

1. Conserve the diversity and abundance of the State’s wildlife resources.
2. Provide diverse opportunities for all citizens regardless of age or physical abilities to access and enjoy hunting, fishing, boating, and other wildlife-associated experiences.
3. Demonstrate the critical role of wildlife management in sustaining the quality of the State’s wildlife resources.
4. Sustain working lands and their associated wildlife communities.
5. Have a strong and unequivocal statutory base that supports constituent needs and agency sustainability.
6. Feature strong partnerships with other entities that align with the Commission’s mission.
7. Are financially secure through diverse, dedicated, and ample funding.
8. Are based on sound science.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION GOALS

GOAL 1: All North Carolina citizens have the opportunity for safe and readily available participation in hunting, fishing, boating and other wildlife-related recreation.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and agro-tourism initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 2: Expand the constituency base by providing and promoting opportunities for every adult and child, regardless of physical abilities, to experience North Carolina’s wildlife resources.

STRATEGIC OBJECTIVES:

1. Provide expanded hunting, shooting, angling, and wildlife conservation courses in the elementary schools.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and agro-tourism initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 3: Expand opportunities for all wildlife-associated recreation.

STRATEGIC OBJECTIVES:

1. Provide expanded hunting, shooting, angling, and wildlife conservation courses in the elementary schools.
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and agro-tourism initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.
n.c. wildlife resources commission

strategic plan

from the director

To Our Stakeholders and Partners in Wildlife Conservation:

I am pleased to announce completion of the N.C. Wildlife Resources Com-
mission’s strategic plan. This plan is the culmination of diverse efforts that
began in 2006 with a mission analysis involving employees, partners, and
the public to assess awareness and support for the N.C. Wildlife Resources
Commission’s mission and purpose. Background information was collected and
analyzed. Employees, partners, and the public were surveyed and the
results of this analysis were used to define a new vision for the future of
N.C. Wildlife Resources Commission.

Two key factors affecting the future of diverse and abundant wildlife in
North Carolina are brought to light in the strategic plan. First is accept-
ance that, as urbanization and development continue to encroach on the
state’s wild lands and waters, it is critical to conserve wildlife and
their habitats. Second is the need to conserve other resources, includ-
ing water quality, that are required for sustaining the diversity and
abundance of wildlife. The strategic plan addresses these factors in
order to achieve the mission and vision of the N.C. Wildlife Resources
Commission. It identifies specific goals and strategies to achieve
these goals. The strategies are intended to provide a framework for
the Commission to address its mission and vision in a focused and
comprehensive manner.

The strategic plan advocates several broad goals for the Commission that
will support wildlife conservation efforts and provide opportunities
for hunting, fishing, boating and other wildlife-associated recreation.
These goals are intended to focus resources in order to achieve the
mission and vision of the N.C. Wildlife Resources Commission. They
demonstrate that the Commission is committed to conserving
wildlife and their habitats.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION MISSION

To conserve North Carolina’s wild life resources and their
habitats and provide programs and opportunities that allow
hunters, anglers, boaters and other outdoor enthusiasts to
enjoy wildlife-associated recreation.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION PURPOSE

To develop and administer programs directed to the conser-
vation of fish and wildlife resources and their habitats.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION VISION

The N.C. Wildlife Resources Commission is providing safe, com-
prehensive, effective and efficient wildlife and hunting,
angling, boating and other wildlife-associated opportunities
for every adult and child, regardless of age or physical abilities,
in order to achieve the mission of the N.C. Wildlife Resources
Commission.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local govern-
   ments to incorporate wildlife resources in land planning,
   tourism and agro-tourism initiatives.
4. Increase opportunities for disabled sportsmen and women to
   participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the
   N.C. Wildlife Resources Commission programs and services.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION GOALS

GOAL 1: All North Carolina citizens have the opportunity for safe
and readily available participation in hunting, fishing, boating and
other wildlife-related activities.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local govern-
   ments to incorporate wildlife resources in land planning,
   tourism and agro-tourism initiatives.
4. Increase opportunities for disabled sportsmen and women to
   participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the
   N.C. Wildlife Resources Commission programs and services.

GOAL 2: Expand opportunities for all citizens regardless of age
and physical abilities to experience North Carolina’s wildlife
resources and their habitats.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local govern-
   ments to incorporate wildlife resources in land planning,
   tourism and agro-tourism initiatives.
4. Increase opportunities for disabled sportsmen and women to
   participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the
   N.C. Wildlife Resources Commission programs and services.

GOAL 3: N.C. Wildlife Resources Commission programs provide
sustainable outdoor recreation opportunities for all ages and
physical abilities.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local govern-
   ments to incorporate wildlife resources in land planning,
   tourism and agro-tourism initiatives.
4. Increase opportunities for disabled sportsmen and women to
   participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the
   N.C. Wildlife Resources Commission programs and services.

GOAL 4: The N.C. Wildlife Resources Commission is providing safe,
comprehensive, effective and efficient wildlife and hunting,
angling, boating and other wildlife-associated opportunities
for every adult and child, regardless of age or physical abilities,
in order to achieve the mission of the N.C. Wildlife Resources
Commission.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local govern-
   ments to incorporate wildlife resources in land planning,
   tourism and agro-tourism initiatives.
4. Increase opportunities for disabled sportsmen and women to
   participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the
   N.C. Wildlife Resources Commission programs and services.

GOAL 5: The N.C. Wildlife Resources Commission is providing safe,
comprehensive, effective and efficient wildlife and hunting,
angling, boating and other wildlife-associated opportunities
for every adult and child, regardless of age or physical abilities,
in order to achieve the mission of the N.C. Wildlife Resources
Commission.

STRATEGIC OBJECTIVES:

1. Advocate for legislation that supports wildlife conservation
2. Increase public access to private lands and waterways.
3. Partner with other agencies, organizations, and local govern-
   ments to incorporate wildlife resources in land planning,
   tourism and agro-tourism initiatives.
4. Increase opportunities for disabled sportsmen and women to
   participate in all forms of wildlife-associated recreation.
5. Utilize a customer-service model to administer and deliver the
   N.C. Wildlife Resources Commission programs and services.
GOAL 3: Conserve and enhance the abundance and diversity of the fish and wildlife resources of North Carolina.

STRATEGIC OBJECTIVES:
1. Implement the recommendations of the N.C. Wildlife Action Plan.
2. Emphasize best available science in the application of fish and wildlife management programs.
3. Pioneer habitat protection through lead-level acquisition and preservation, impact assessment, and mitigation; conservation and enhancement; legislation; and conservation-based development.
4. Evaluate and improve the effectiveness of regulatory programs designed to promote wildlife conservation.
5. Establish a comprehensive framework to ensure sustainable wildlife resources under changing climatic conditions and expanding human populations.

GOAL 4: The N.C. Wildlife Resources Commission is recognized as a leader in sustaining working lands, conserving wildlife habitat and species diversity, and maintaining the hunting and fishing heritage of North Carolina.

STRATEGIC OBJECTIVES:
1. Enhance partnerships with land-funding agencies and organizations and other land-management agencies.
2. Establish a broad conservation vision within state government agencies and agencies across a constituency base.
3. Foster partnerships among constituency groups to support the N.C. Wildlife Resources Commission mission.

GOAL 5: Communicate, educate, and market wildlife conservation and the role of hunting and fishing in effective wildlife-management programs.

STRATEGIC OBJECTIVES:
1. Develop a legislative agenda that communicates a common message to legislators regarding issues critical to the N.C. Wildlife Resources Commission.
2. Enhance and expand existing school programs that promote awareness of wildlife resources and conservation.
3. Develop and employ marketing strategies to secure broad public support and an expanding constituency base for the agency mission.

GOAL 6: The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs and game and nongame wildlife needs.

STRATEGIC OBJECTIVES:
1. Leverage and diversify cooperative funding programs through expanded and innovative partnerships.
2. Review and revise fees and fee-based programs to complement the vision of the N.C. Wildlife Resources Commission.
3. Develop and implement an endowment program with the focus on non-game programs and conservation.

GOAL 7: Create a work environment where priorities are clear; the decision-making process is efficient and effective; and employees feel a sense of creativity, accountability, value, and satisfaction in their achievements and their contributions to the agency’s mission.

STRATEGIC OBJECTIVES:
1. Improve internal coordination/communications to provide transparency in decision making and program implementation.
2. Identify and review core processes to ensure efficiency and effectiveness and evaluate how rules and processes are supporting the needs of the resources.
3. Provide opportunities and support programming for employee development.
GOAL 3: Conserve and enhance the abundance and diversity of the fish and wildlife resources of North Carolina.

STRATEGIC OBJECTIVES:
1. Implement the recommendations of the N.C. Wildlife Action Plan.
2. Emphasize best available science in the application of fish and wildlife management programs.
3. Pioneer habitat protection through land acquisition and preservation, impact assessment, and mitigation of conservation and enhancement, regulation, and conservation-based development.
4. Evaluate and improve the efficiencies of regulatory programs designed to promote wildlife conservation.
5. Establish a comprehensive framework to ensure sustainable wildlife resources under changing climatic conditions and expanding human populations.

GOAL 4: The N.C. Wildlife Resources Commission is recognized as a leader in sustaining working lands, conserving wildlife habitats and species diversity, and maintaining the hunting and fishing heritage of North Carolina.

STRATEGIC OBJECTIVES:
1. Enhance partnerships with land-funding agencies/organizations and other land-management agencies.
2. Establish a broad conservation vision within state government agencies and among an expanded constituency base.
3. Foster partnerships among constituency groups to support the N.C. Wildlife Resources Commission mission.

GOAL 5: Communicate, educate, and market wildlife conservation and the role of hunting and fishing in effective wildlife management programs.

STRATEGIC OBJECTIVES:
1. Develop a legislative agenda that communicates a common message to legislators regarding issues critical to the N.C. Wildlife Resources Commission.
2. Enhance and expand existing school programs that promote awareness of wildlife resources and conservation.
3. Develop and employ marketing strategies to secure broad public support and an expanding constituency base for the agency mission.

GOAL 6: The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs and non-game population needs.

STRATEGIC OBJECTIVES:
1. Leverage and diversify cooperative funding programs through expanded and innovative partnerships.
2. Review and revise fees and fee-based programs to complement the vision of the N.C. Wildlife Resources Commission.
3. Develop and implement an endowment program with the focus on non-game programs and conservation.

GOAL 7: Create a work environment where priorities are clear; the decision-making process is efficient and effective; and employees feel a sense of creativity, accountability, value, and satisfaction in their achievements and their contributions to the agency’s mission.

STRATEGIC OBJECTIVES:
1. Improve internal coordination/communications to provide transparency in decision making and program implementation.
2. Identify and review core processes to ensure efficiency and effectiveness and evaluate how rules and processes are supporting the needs of the resource.
3. Provide opportunities and support programs for employee development.

GOAL 8: The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs and non-game population needs.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION

Steve Windham, Chairman, At Large
Charles W. Bennett, Vice-Chairman, At Large
R. Ray White, District 1
Mitch St Clair, Sr., At Large
Gordon Myers, Executive Director

Photos: National Hunting & Fishing Day on the Roanoke-Chowan River, Dr. Amy R. Wethington, Chowan University; hunter with disabilities, courtesy of Steve Windham; sunrise hunting shot by Eugene Hester/USFWS; other photos, NCWRC.

The N.C. Wildlife Resources Commission is an Equal Opportunity Employer, and all wildlife programs are administered for the benefit of all North Carolina citizens without prejudice toward age, sex, race, religion or national origin. For more information contact the N.C. Wildlife Resources Commission, Equal Employment Officer, Personnel Office, 1751 Varsity Drive, Raleigh, NC 27606. Telephone (919) 707-0101.
GOAL 1: The N.C. Wildlife Resources Commission is recognized as a leader in sustaining working lands, conserving wildlife habitats and species diversity, and maintaining the hunting and fishing heritage of North Carolina.

STRATEGIC OBJECTIVES:
1. Enhance partnerships with land-funding agencies/organizations and other land-management agencies.
2. Establish a broad conservation vision within non-government agencies and among an expanded constituency base.
3. Foster a partnership among constituency groups to support the N.C. Wildlife Resources Commission mission.

GOAL 2: Communicate, educate, and market wildlife conservation and the role of hunting and fishing in effective wildlife management programs.

STRATEGIC OBJECTIVES:
1. Develop a legislative agenda that communicates a common message to legislators regarding issues critical to the N.C. Wildlife Resources Commission.
2. Enhance and expand current school programs that promote awareness of wildlife resources and conservation.
3. Develop and employ marketing strategies to secure broad public support and an expanding constituency base for the agency mission.

GOAL 3: Conserve and enhance the abundance and diversity of the fish and wildlife resources of North Carolina.

STRATEGIC OBJECTIVES:
1. Implement the recommendations of the N.C. Wildlife Action Plan.
2. Emphasize best available science in the application of fish and wildlife management programs.
3. Promote habitat protection through land acquisition and preservation, impact assessment and mitigation, conservation and enhancement, legislation, and conservation-based development.
4. Evaluate and improve the effectiveness of regulatory programs designed to promote wildlife conservation.
5. Establish a comprehensive framework to ensure sustainable wildlife resources under changing climatic conditions and expanding human populations.

GOAL 4: The N.C. Wildlife Resources Commission is recognized as an authority in sustaining working lands, conserving wildlife habitats and species diversity, and maintaining the hunting and fishing heritage of North Carolina.

STRATEGIC OBJECTIVES:
1. Enhance partnerships with land-funding agencies/organizations and other land-management agencies.
2. Establish a broad conservation vision within non-government agencies and among an expanded constituency base.
3. Foster a partnership among constituency groups to support the N.C. Wildlife Resources Commission mission.

GOAL 5: Communicate, educate, and market wildlife conservation and the role of hunting and fishing in effective wildlife management programs.

STRATEGIC OBJECTIVES:
1. Develop a legislative agenda that communicates a common message to legislators regarding issues critical to the N.C. Wildlife Resources Commission.
2. Enhance and expand current school programs that promote awareness of wildlife resources and conservation.
3. Develop and employ marketing strategies to secure broad public support and an expanding constituency base for the agency mission.

GOAL 6: The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs andе new population’s needs.

STRATEGIC OBJECTIVES:
1. Leverage and diversify cooperative funding programs through expanded and innovative partnerships.
2. Review and revise fees and fee-based programs to complement the vision of the N.C. Wildlife Resources Commission.
3. Develop and implement an endowment program with the focus on non-game programs and conservation.

GOAL 7: Create a work environment where priorities are clear; the decision-making process is efficient and effective; and employees feel a sense of creativity, accountability, value and satisfaction in their achievements and their contributions to the agency’s mission.

STRATEGIC OBJECTIVES:
1. Improve internal coordination/communications to provide transparency in decision-making and program implementation.
2. Identify and eliminate core processes to ensure efficiency and effectiveness and evaluate how rules and processes are supporting the needs of the resources.
3. Provide opportunities and support programs for employee development.

GOAL 8: The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs and new population’s needs.

STRATEGIC OBJECTIVES:
1. Leverage and diversify cooperative funding programs through expanded and innovative partnerships.
2. Review and revise fees and fee-based programs to complement the vision of the N.C. Wildlife Resources Commission.
3. Develop and implement an endowment program with the focus on non-game programs and conservation.

GOAL 9: Create a work environment where priorities are clear; the decision-making process is efficient and effective; and employees feel a sense of creativity, accountability, value and satisfaction in their achievements and their contributions to the agency’s mission.

STRATEGIC OBJECTIVES:
1. Improve internal coordination/communications to provide transparency in decision-making and program implementation.
2. Identify and eliminate core processes to ensure efficiency and effectiveness and evaluate how rules and processes are supporting the needs of the resources.
3. Provide opportunities and support programs for employee development.

GOAL 10: The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs and new population’s needs.

STRATEGIC OBJECTIVES:
1. Leverage and diversify cooperative funding programs through expanded and innovative partnerships.
2. Review and revise fees and fee-based programs to complement the vision of the N.C. Wildlife Resources Commission.
3. Develop and implement an endowment program with the focus on non-game programs and conservation.

GOAL 11: Create a work environment where priorities are clear; the decision-making process is efficient and effective; and employees feel a sense of creativity, accountability, value and satisfaction in their achievements and their contributions to the agency’s mission.

STRATEGIC OBJECTIVES:
1. Improve internal coordination/communications to provide transparency in decision-making and program implementation.
2. Identify and eliminate core processes to ensure efficiency and effectiveness and evaluate how rules and processes are supporting the needs of the resources.
3. Provide opportunities and support programs for employee development.
GOAL 3: Conserve and enhance the abundance and diversity of the fish and wildlife resources of North Carolina.

STRATEGIC OBJECTIVES:
1. Implement the recommendations of the N.C. Wildlife Action Plan.
2. Emphasize best available science in the application of fish and wildlife management programs.
4. Evaluate and improve the effectiveness of regulatory programs designed to promote wildlife conservation.
5. Establish a comprehensive framework to ensure sustainable wildlife resources under changing climatic conditions and expanding human populations.

GOAL 4: The N.C. Wildlife Resources Commission is recognized as a leader in sustaining working lands, conserving wildlife habitat and species diversity, and maintaining the hunting and fishing heritage of North Carolina.

STRATEGIC OBJECTIVES:
1. Enhance partnerships with land-funding agencies and organizations and other land management agencies.
2. Establish broad conservation strategies within state government agencies and agencies as expanded constituency base.
3. Foster partnerships among constituency groups to support the N.C. Wildlife Resources Commission mission.

GOAL 5: Communicate, educate, and market wildlife conservation and the role of hunting and fishing in effective wildlife management programs.

STRATEGIC OBJECTIVES:
1. Develop a legislative agenda that communicates a common message to legislators regarding issues critical to the N.C. Wildlife Resources Commission.
2. Enhance and expand existing school programs that promote awareness of wildlife resources and conservation.
3. Develop and employ marketing strategies to secure broad public support and an expanding constituency base for the agency mission.

GOAL 6: The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs and new population needs.

STRATEGIC OBJECTIVES:
1. Leverage and diversify cooperative funding programs through expanded and innovative partnerships.
2. Review and revise fees and fee-based programs to complement the vision of the N.C. Wildlife Resources Commission.
3. Develop and implement an endowment program with the focus on non-game programs and conservation.

GOAL 7: Create a work environment where priorities are clear; the decision-making process is efficient and effective; and employees feel a sense of creativity, accountability, value and satisfaction in their achievements and their contributions to the agency’s mission.

STRATEGIC OBJECTIVES:
1. Improve internal coordination/communications to provide transparency in decision making and program implementation.
2. Identify and review core processes to ensure efficiency and effectiveness and evaluate how rules and processes are supporting the needs of the resources.
3. Provide opportunities and support programs for employee development.
GOAL 3: Conserve and enhance the abundance and diversity of the fish and wildlife resources of North Carolina.

STRATEGIC OBJECTIVES:
1. Implement the recommendations of the N.C. Wildlife Action Plan.
2. Emphasize best available science in the application of fish and wildlife management programs.
3. Promote habitat protection through land acquisition and preservation, impact assessment and mitigation, conservation and enhancement, legislation, and conservation-based development.
4. Evaluate and improve the effectiveness of regulatory programs designed to promote wildlife conservation.
5. Establish a comprehensive framework to ensure sustainable wildlife resources under changing climate conditions and expanding human populations.

GOAL 4: The N.C. Wildlife Resources Commission is recognized as a leader in sustaining working lands, conserving wildlife habitat and species diversity, and maintaining the hunting and fishing heritage of North Carolina.

STRATEGIC OBJECTIVES:
1. Enhance partnerships with land-funding agencies/organizations and other land management agencies.
2. Establish a broad conservation vision within state government agencies and among an expanded constituency base.
3. Foster partnerships among constituencies groups to support the N.C. Wildlife Resources Commission mission.

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STRATEGIC OBJECTIVES:
1. Develop a legislative agenda that communicates a common message to legislators regarding issues critical to the N.C. Wildlife Resources Commission.
2. Enhance and expand existing school programs that promote awareness of wildlife resources and conservation.
3. Develop and employ marketing strategies to secure broad public support and an expanding constituency base for the agency mission.

GOAL 6: The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs and non-population needs.

STRATEGIC OBJECTIVES:
1. Leverage and diversify cooperative funding programs through expanded and innovative partnerships.
2. Review and revise fees and fee-based programs to complement the vision of the N.C. Wildlife Resources Commission.
3. Develop and implement an endowment program with the focus on non-game programs and conservation.

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STRATEGIC OBJECTIVES:
1. Improve internal coordination/communications to provide transparency in decision-making and program implementation.
2. Identify and review core processes to ensure efficiency and effectiveness and evaluate how rules and processes are supporting the needs of the resources.
3. Provide opportunities and support programs for employee development.
GOAL 3: Conserve and enhance the abundance and diversity of the fish and wildlife resources of North Carolina.

STRATEGIC OBJECTIVES:
1. Implement the recommendations of the N.C. Wildlife Action Plan.
2. Emphasize better accountability in the application of fish and wildlife management programs.
3. Pioneer habitat protection through lead-acid battery acquisition and proliferation, impact assessment, and mitigation; conservation and enhancement, legislation, and conservation-based development.
4. Evaluate and improve the effectiveness of regulatory programs designed to promote wildlife conservation.
5. Establish a comprehensive framework to ensure sustainable wildlife resources under changing climatic conditions and expanding human populations.

GOAL 4: The N.C. Wildlife Resources Commission is recognized as a leader in sustaining working lands, conserving wildlife habitat and species diversity, and maintaining the hunting and fishing heritage of North Carolina.

STRATEGIC OBJECTIVES:
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2. Establish a broad conservation vision within state government agencies and raising an expanded constituency base.
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GOAL 5: Communicate, educate, and market wildlife conservation and the role of hunting and fishing in effective wildlife-management programs.

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GOAL 8: The N.C. Wildlife Resources Commission operates under a sound funding model that meets resource and constituent needs and supports current and future programs and conservation needs.

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