



Indicators, Data Governance, & Stewardship

*The Art of the Possible*

## OUR NETWORK



**450,000 MEMBERS**



**465 CHAPTERS**



**46 CENTERS**



**24 STATE OFFICES**



**1.8 MILLION**

Magazine Readers



Birdlife Partnership Spanning  
**18 COUNTRIES**

## THE OPPORTUNITY

Effective partnerships to have **conservation impact at a much greater scale.**

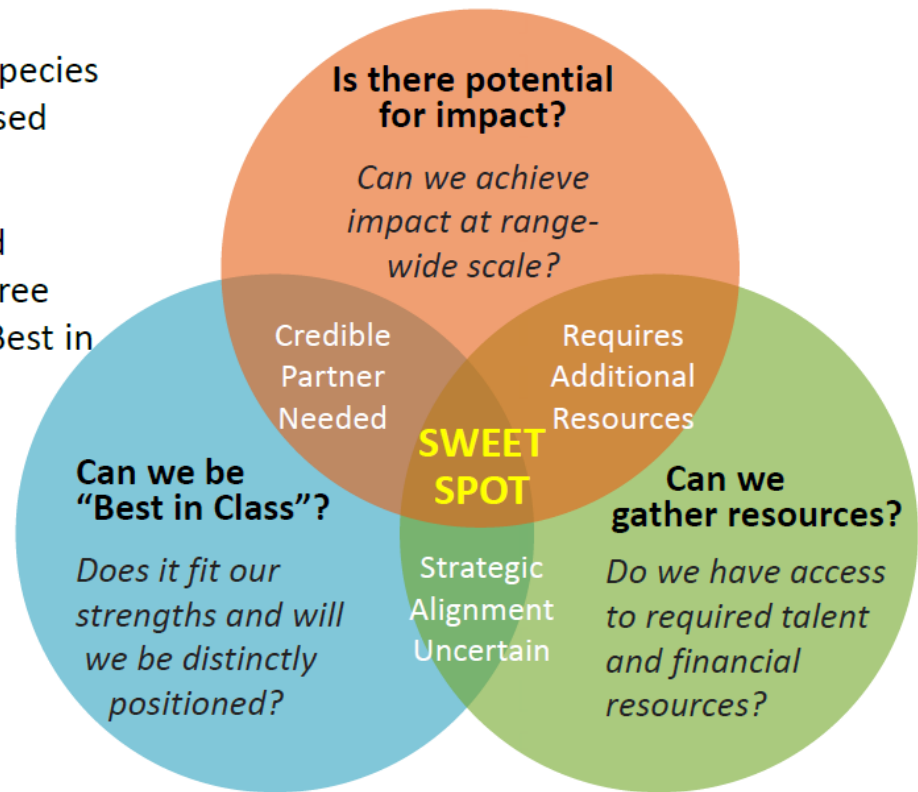
**Grassroots action** coordinated around a **hemispheric conservation vision**, turning local projects into transformational results.

Individuals, communities and states motivated to take action to defend and shape **environmental legislation.**

A new generation of **conservation leaders.**

## We took a planned approach to identifying priority projects within each conservation priority.

- 1. Follow the birds:** Flyway teams identified species with greatest conservation need and assessed their top threats.
- 2. Sweet Spot:** Teams assessed how proposed projects within each flyway aligned with three criteria: Potential for Impact, Ability to be Best in Class, & Necessary Resources
- 3. Strategy & Partnerships:** We defined cross-flyway opportunities by identifying shared target species & habitats, pervasive threats, and “big-bet” strategies.
- 4. Theory of Victory:** We agreed to focus on areas where we have a “theory of victory” for how we can deliver measurable conservation impact at scale.








# Conservation Strategies

Audubon follows the birds to our work, organizing our conservation strategies along the four flyways of the Americas.



▼ **BICKNELL'S THRUSH**  
Habitat loss or degradation threatens this species, which has a very limited breeding range in the northeastern United States and locally in eastern Canada.



| STRATEGIES   | PACIFIC FLYWAY   | CENTRAL FLYWAY   | MISSISSIPPI FLYWAY  | ATLANTIC FLYWAY   |
|--|--|--|---|---|
| <br><b>Putting Working Lands to Work for Birds &amp; People</b> | Transforming the Central Valley<br><br>Tongass National Forest<br><br>Chiloé Island, Chile   | Migration Corridor<br><br>Sagebrush Ecosystem<br><br><i>* Hemispheric Grasslands &amp; Prairie Birds</i> | <i>* Bottomland Forests</i><br><br><i>* Hemispheric Grasslands &amp; Prairie Birds</i>  | Eastern Forests<br><br><i>* Eastern Grasslands &amp; Shrublands</i>                   |
| <br><b>Sharing Our Seas &amp; Shores</b>                        | Coastal Stewardship: Pacific<br><br>Saving Seabirds: Pacific<br><br>Panama Bay, Panama   | Coastal Stewardship: Gulf  | Coastal Stewardship: Gulf   | Coastal Stewardship: Atlantic & Gulf<br><br>Saving Seabirds: Atlantic & the Caribbean |
| <br><b>Saving Important Bird Areas</b>                          | Arctic Slope<br><br>Baja Peninsula, Mexico   | <i>* Western Rivers</i>  | Mississippi River Delta   | Everglades Ecosystem<br><br>Long Island Sound<br><br>Belize                           |
| <br><b>Shaping a Healthy Climate &amp; Clean Energy Future</b>  | <b>Across all flyways:</b> <ul style="list-style-type: none"> <li>• Improve energy planning/</li> <li>• Support efficiency policies,</li> <li>• Drive effective policy and</li> <li>• Help birds adapt to climate</li> </ul>                         |  | siting to minimize impacts on priority birds and landscapes<br>climate policy solutions, renewable energy incentives; eliminate dirty coal practice through expertise about birds<br>change through lobbying, modeling, and adaptation strategy | <i>* Saltmarsh</i>  |
| <br><b>Creating Bird-Friendly Communities</b>                  | <b>Across all flyways:</b> <ul style="list-style-type: none"> <li>• Audubon At Home; Urban</li> <li>• Citizen-science monitoring</li> <li>• Mobilize Chapters, Centers, throughout the hemisphere</li> <li>• Nurture Important Bird Areas</li> </ul> |  | Oasis; Toyota TogetherGreen; Lights Out (e.g., Christmas Bird Count, Great Backyard Bird Count)<br>international partners to acquire and restore critical habitats and to engage a broad audience across the hemisphere                         |   |
| <b>THE BOTTOM LINE:</b><br><br><b>118 Million Acres</b><br><b>64 Priority Species</b>  | <b>Iconic bird species:</b><br>Snowy Plover,<br>Western Sandpiper  | <b>Iconic bird species:</b><br>Sandhill Crane,<br>Greater Sage-Grouse                                    | <b>Iconic bird species:</b><br>Prothonotary Warbler,<br>Black Skimmer   | <b>Iconic bird species:</b><br>Wood Thrush,<br>Piping Plover                          |

\*Incubator projects: Projects with clear and significant conservation potential that are

pending additional assessment of their feasibility and impact.

In a data-driven organization, there are two primary dimensions:

- The operations that drive the organization
- The data created and consumed by the operations

# Operations

*Each Operations Strategy has a number of underlying processes that must be supported by the target state Audubon Operating and Governance Model*

**Network Engagement**

**Constituent Engagement**

**Program Setup & Tracking**

**Analytics & Reporting**

**Data Acquisition &  
Management**

**Vendor Management**

# Data Domains

*Audubon Data can be grouped into six domains.*

**AUDUBON NETWORK**

**CONSTITUENTS &  
DONATIONS**

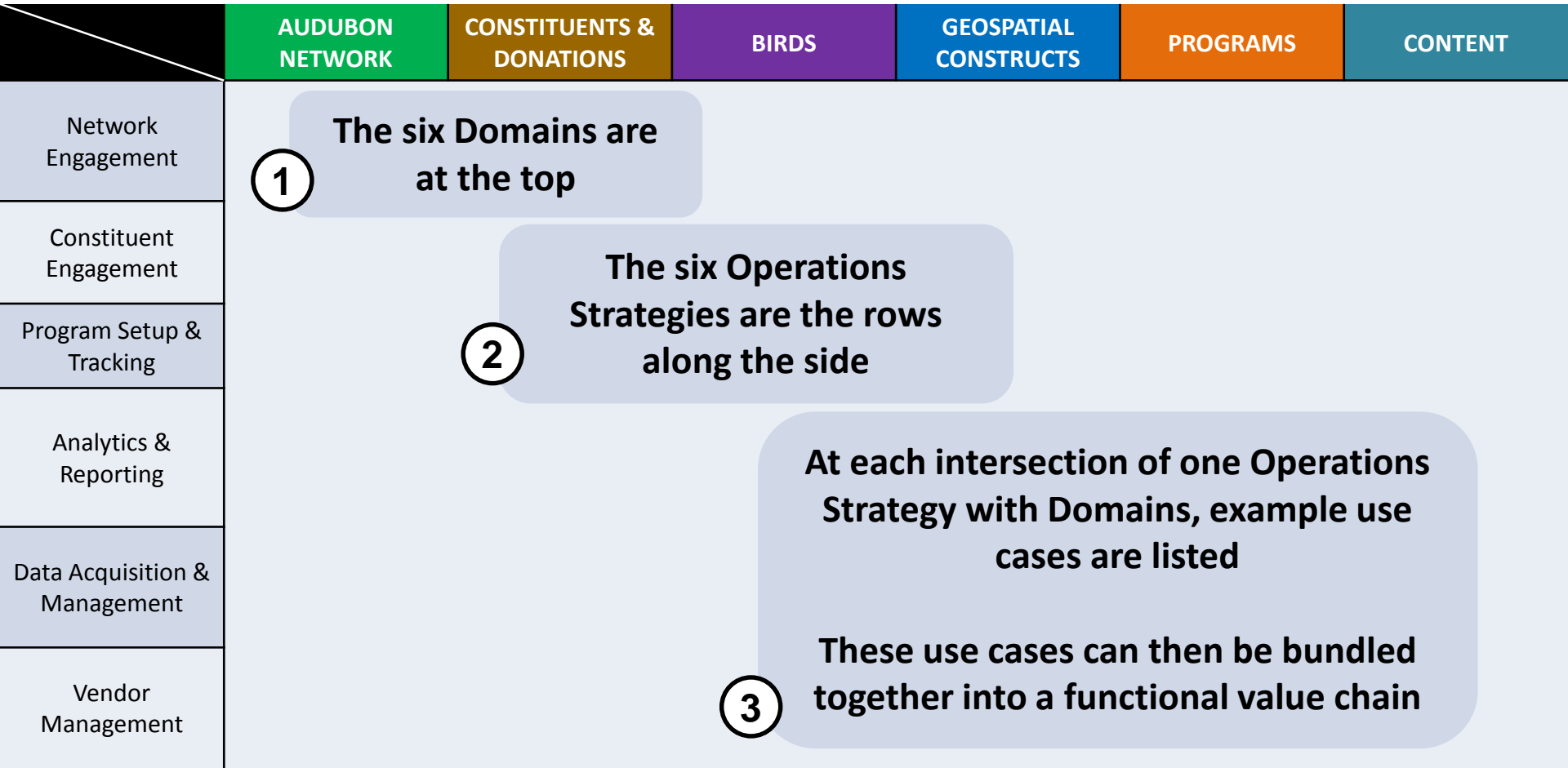
**BIRDS**

**GEOSPATIAL CONSTRUCTS**

**PROGRAMS**

**CONTENT**

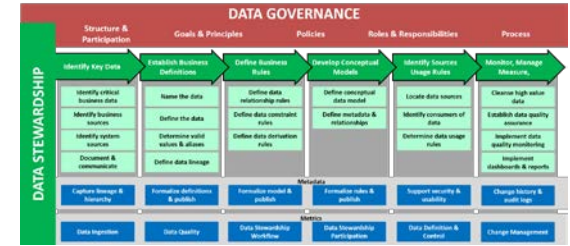
# The Metaphor Explained





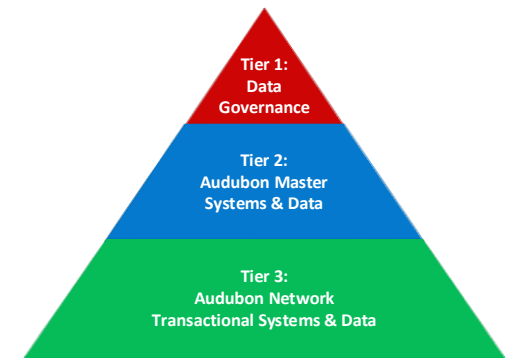
# 1. Governance & Stewardship Overview

- The Challenge & Purpose
- Project Mission & Scope
- Essential Ingredients to Comprehensive Governance



# 2. Governance & Stewardship Target State

- Structure & Overview
- Roles & Responsibilities
- Process Principles



# 3. Implementing Governance & Stewardship

- Supporting Processes
- Supporting Technology
- Outcomes & Results

