Masonville Cove Partnership Strategic Plan
Report Card YEAR 3 (2023)

MISSION:
Inspire people to explore, discover, and respect nature.

VISION:
Leader in urban conservation with superior educational programs.

CORE VALUES:
Collaboration, Community, Inclusiveness, Fun.

GOALS:
Meaningful Connections, Respecting Nature, Greener Schools, Greener Neighborhoods, and Efficient Operations.

2023 Accomplishments:

2,862
visitors explored nature at Masonville Cove

2,110
community members engaged

5,359
individuals engaged in Education Programs

$612.5
thousand raised for environmental stewardship

Points of Partnership Pride:

- 10th Anniversary of designation as Urban Wildlife Refuge Partnership
- Funding and initial design of Masonville Cove Connector
- Established a Community Engagement Plan
- Development of Friends of Masonville Cove
- WILD STEM Internship in partnership with the Harbor City Chapter of Links Incorporated

Big Picture Accomplishments in 2023:

GOAL 1: 73%
Enhanced access, provided quality education, and forged strong community connections.

GOAL 2: 100%
Upheld wildlife preservation, fostered community involvement, and demonstrated commitment to conservation easements through partnership.

GOAL 3: 20%
Demonstrated leadership in environmental education and contributed to professional development.

GOAL 4: 80%
Actively engaged the community, promoted workforce development, and championed equity initiatives.

GOAL 5: 36%
Achieved fundraising success and consistent growth, and initiated the formation of the Friends of Masonville Cove.

TOTAL: 54 tactics | 33 tactics with 2023 accomplishment | 61.11% complete

Critical Focus for Upcoming Years:

☐ GOAL 1:
Continue community engagement, expand partnerships, improve access.

☐ GOAL 2:
Implement the Wildlife Management Plan, maintain habitat, uphold conservation easement.

☐ GOAL 3:
Promote sustainability in schools, provide professional development.

☐ GOAL 4:
Continue to seek funding, engage religious organizations, and promote opportunities.

☐ GOAL 5:
Enhance communication, strengthen volunteer programs, expand fundraising.

Masonville Cove Partnership Strategic Plan
Report Card YEAR 3 (2023)

MISSION

Inspire all people to explore, discover and respect nature, growing the next generation of environmental stewards.

VISION

Masonville Cove Urban Wildlife Refuge Partnership will be a leader in urban conservation, known for superior educational programs and as a community asset and recreation destination where everyone has equal opportunity to benefit from meaningful outdoor experiences.

CORE VALUES

- **Collaboration** - Growing partnerships and making connections to fulfill our mission.
- **Community** - Engaging as good neighbors and stewards of the environment to serve as a community asset.
- **Inclusiveness** - Respecting and empowering all people to engage with and benefit from nature.
- **Fun** - Delighting in innovative and impactful programming to deepen the understanding and enjoyment of nature.

GOALS

- **Creating Meaningful Connections:** Education, Visitor Experience/Interpretation, On-site / Community programming, Access
- **Respecting Nature:** Stewardship, Wildlife management, Maintain the integrity of the on-site mitigation, Conservation Easement
- **Growing Greener Schools:** Model Sustainability, Green Center Role, Professional Development
- **Growing Greener Neighborhoods:** Community Resource/Liaison, Empower Communities, Showcase Innovation
- **Efficient Operations:** Stakeholder Structure/Organizational Capacity, Comms, Marketing, Funding

2023 METRICS:

- **4,147** General Visitors, General Programs
- **4,292** Engaged in Campus Education and Classroom
- **407** Students from school programs
- **314** Teachers engaged
- **37** Schools engaged with 103 different classrooms
- **26** Community events attended and tabled
- Raised **$612.5 million**

POINTS OF PARTNERSHIP PRIDE:

- WILD STEM Internship
- 10th Anniversary and FLAP funding and outreach for Masonville Cove Connector
- Growth of Friends of Masonville Cove, meaningful community engagement through development of Community Engagement Plan
- Development of Friends of Masonville Cove group

Big Picture Accomplishments in 2023

Goal 1

Create Meaningful Connections

a. Improved access and engagement with the community by advancing the design of the Masonville Cove Connector, improving signage, and actively gathering valuable stakeholder feedback through the community engagement plan.

b. Provided quality education and increased awareness through environmental education, and hands-on community science activities.

c. Fostered meaningful connections through free programing and outreach initiatives at libraries, recreation centers.

Goal 2

Foster Stewardship and Respect for Nature

a. Preserved and enhanced wildlife habitat through supporting wildlife management FWS long-term wildlife goals.

b. Fostered a sense of ownership and engagement in on-site wildlife management through community involvement in data collection.

c. Demonstrated a strong commitment to the conservation easement requirements through partnership with Baltimore Green Space and Maryland Environmental Trust on leading bat programs, pollinator and bird programs, and site tours.

Goal 3

Grow Greener Schools

a. Demonstrating leadership in environmental education and sustainability through completing the Green Healthy Smart Challenge with South Baltimore Gateway Schools.

b. Reinforced the commitment to education and community partnerships through supporting local schools in sustainability projects and programs.

c. Showcased the dedication to high-quality professional development and environmental education through extensive professional development, connecting with over 300 teachers through school programs.

Goal 4

Be a Good Neighbor and Grow Greener Neighborhoods

a. Fostered a sense of community and partnership through active community engagement.

b. Provided valuable opportunities for skill development and hands-on experience through workforce development Initiatives.

c. Prioritized equity, inclusion, justice, and diversity in community engagement efforts, addressing barriers to participation and offering bilingual programs to engage underrepresented communities in pursuit of environmental justice.

Goal 5

Operate efficiently as a well-run, fiscally responsible, well-resourced organization supported by long-term sources of revenue.

a. Exceeded Fundraising Goal through raising $612K in external funds in 2023, surpassing the $500K target. A total of $4.6M has been raised since 2006.

b. Consistent Yearly Growth: Fundraising has increased incrementally for three consecutive years, demonstrating sustainable growth.

c. Optimized fundraising productivity, built relationships with new funders, raised awareness of Masonville Cove, and initiated the engagement of a Friends of Masonville Group through effective partnership and collaborative efforts.

Forecasted Efforts:

Goal 1

Create Meaningful Connections

- **a.** Continue Community Engagement programs
- **b.** Expand and explore new partnerships
- Improve access through signage and enhanced transportation services, and bilingual engagement

Goal 2

Continue the implementation of the 2020 Wildlife Management Plan, potentially repurposing wildlife cameras and hosting a Migratory Bird Banding Station.

- **a.** Maintenance and preservation of on-site habitat mitigation projects to support local wildlife.
- **b.** Continue building a strong relationship with Baltimore Greenspace and promote collaborative efforts to uphold the conservation easement for the benefit of the environment and the community.

Goal 3

Promote sustainability in local schools by providing resources, supporting green school applications, and offering educational programs.

- **a.** Continue to provide professional development opportunities to teachers and bring environmental education programs into local school classrooms.

Goal 4

Seek funding for community projects and activate community greenspaces through programming.

- **a.** Continue engaging with religious organizations and explore opportunities at Masonville Cove.

Goal 5

Operate efficiently as a well-run, fiscally responsible, well-resourced organization supported by long-term sources of revenue.

- **a.** Enhance communication through the Engagement Tracker, build trust, and develop criteria for joint decision-making while improving the functionality of shared community conversation spaces.
- **b.** Strengthen volunteer programs and partnerships with Friends Organization to support campus activities, maintain a shared calendar, and assess the fee structure for services and private facility use.
- **c.** Expand fundraising efforts by creating a signature fundraising event, responding to RFPs, building a donor base, and identifying sponsorship opportunities and annual fundraising priorities.