

5-year strategic plan

Our mission and strategic goals have been honed over the years into a clear set of priorities whose relevance has only increased with the changing economic and climate conditions in our arid and underfunded southwestern state.

Who we are

The New Mexico Land Conservancy (NMLC) is an accredited, statewide, non-profit land trust and conservation leader in New Mexico and the Southwest, making significant contributions to the conservation, health and resilience of land, water and associated natural and cultural resources throughout New Mexico and the surrounding region.

Our Mission

To preserve New Mexico's land heritage by helping people conserve the places they love.

Our Vision

1,000,000

Working Lands ♦ Water ♦ Wildlife ♦ Wide Open Spaces

WORKING LANDS

Helping ranchers and farmers and their families keep their properties intact and their **heritage** preserved, providing food and protecting New Mexico's **open space** and scenic vistas for public enjoyment.

WATER

Helping ensure that our **watersheds** remain whole and healthy – filtering and replenishing – and that precious, life-giving rivers, streams, and other water flows are protected.

WILDLIFE

Helping protect the land, natural **habitat** and **migratory corridors** that wildlife depends on. After all, wildlife and nature, in general, don't recognize property lines!

Strategic Planning Process in FY18.

Our 5-year strategic plan was developed as the result of an evaluation of the previous strategic plan and its measurable results; an organizational needs assessment including internal and external stakeholder interviews; a Board retreat and a staff retreat that all occurred in FY18. Our strategic plan will be used to guide NMLC's operations over the next five years: 2019 – 2024. #

Where we are today | Overview

Having completed our 16th year, NMLC is an established and seasoned land trust – working statewide and in portions of southeastern Arizona. Our mission and strategic goals have been honed over the years into a clear set of priorities whose relevance has only increased with the changing economic and climate conditions in this arid and underfunded southwestern state.

As a land trust, we wish to remain true to our mission and basic approach: pro-active in land conservation where it counts – *on the ground*. Nearly 80% of our operating income currently comes from landowner contributions and project-related grants.

During our formative years, most of our projects were opportunistic – they came to us either directly from the landowner or indirectly through other channels and referrals. In the last five years, however, we have increasingly been taking specific steps toward a more targeted/strategic approach through conservation/private-landowner research, expanded marketing and outreach efforts.

At present, our staff of six is working at capacity. As a small organization covering a large territory, we are at that challenging juncture of needing more staff but needing more resources to afford and retain them. Combined with this, we are in an expansion mode in terms of organizational development and sophistication, including:

- ♦ Working actively in all four geographic quadrants of the state as well as southeast Arizona. As a result of the expanding work in southern New Mexico and southeast Arizona, we hired a Southern New Mexico Project Manager and opened a satellite office in Silver City, supported administratively by the home (main) office. As a result of expanding work around the state, we may consider opening additional satellite offices as opportunities and resources permit.
- ♦ Working on several publicly funded projects – including with U.S. Natural Resources Conservation Service, U.S. Fish & Wildlife Service and U.S. Army /White Sands Missile Range – which require a whole new level of reporting and accounting than we have experienced in the past and which are not necessarily just single-client projects (rather, they involve working with multiple landowners and easements).
- ♦ Exploring opportunities to make NMLC's headquarters and associated land in Santa Fe into more of a community resource by expanding trails, providing outdoor educational opportunities to student groups and programs for the general public, and offering a venue (potentially on a fee-basis) for meetings and special events.
- ♦ This fiscal year (2019) we are preparing to renew our 5-year accreditation through the Land Trust Accreditation Commission (LTAC) through 2024 – a labor intensive process that may require further organizational development in order to meet the requirements. #

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Our Core Values

Excellence ♦ Integrity ♦ Stewardship ♦ Permanence

These core values inform and direct all aspects of our work. We strive to earn and maintain respect and trust from our landowners, our partners, financial supporters, conservation leaders, agricultural producers, and other key stakeholders. We meet our responsibility of permanence of the conserved land that has been entrusted to our care by providing regular monitoring and careful management of our easements and our resources.

Excellence: We provide high quality, professional, responsive, innovative and transparent service. We are dedicated, enthusiastic and energetic about our work, ensuring all people feel welcome. We seek to build lasting relationships, trust and loyalty with our landowners, donors and supporters through attentive, accurate, timely, courteous and gracious behavior while providing them with an experience that is valuable, meaningful, enjoyable and memorable.

Integrity: We demonstrate the highest levels of honesty, integrity and quality in all forms of our negotiations, communications, education and interactions with all people.

Stewardship: We meet our responsibilities of authenticity, preservation and protection of the conserved land that has been entrusted to our care by providing regular monitoring and careful management of our easements and resources. This includes accurate documentation, transparency, and legal, social and ethical care for present and future generations.

Sustainability (Permanence): We ensure the permanence of the lands we have helped conserve by monitoring and legally defending our easements, stewarding our donors, developing permanent sources of funds, and managing our resources well and investing in the future. #

The Importance of Private Lands

Although we possess an abundance of public lands, almost half the state’s 77 million acres are privately owned. Much of the wildlife habitat, water and glorious open space in New Mexico are in private ownership. Privately owned working lands, especially, play an essential role by providing much food, fiber, water and open space upon which we depend for healthy lives and economies in the Southwest.

At NMLC, land conservation is the priority. As the only statewide land trust, NMLC is uniquely positioned to effectively work with landowners and successfully deliver meaningful and permanent land conservation that will benefit the landowner and the general public for many generations to come.

This legacy of land conservation is real and measurable with respect to conservation of water, preservation of agricultural lands, protections of wildlife habitat and other important conservation values including cultural, historical and recreational resources. We’re thinking big, with an overarching goal to:

CONSERVE ONE MILLION ACRES!

To achieve this meaningful benchmark, NMLC strategically focuses on three main strategic goals:

CONSERVATION ♦ EDUCATION
CAPACITY BUILDING

Our Strategic Goals



Who we are & What we do well

Reputation and Connections

16 years of solid experience and an excellent performance track record. NMLC is well known and respected in many circles including conservation organizations, state and national agencies, legislators, foundations and other funding sources, and landowners.

Leadership Role and Performance in Land Conservation

The only land trust that provides service for the entire state of New Mexico and portions of southeast Arizona. More than 80 completed conservation projects permanently protecting 214,000 acres of high-conservation value land involving active outreach and cultivation, timely follow-up, thorough due diligence and solid documentation.

Expertise and Professionalism

We provide accurate, timely and up-to-date information to our landowners and partners; and are diligent throughout the complex conservation-easement process, as evidenced by no complaints or lawsuits.

Proactive. Responsive.
Always.

Full service

We “do it all” and provide a full-service package to our landowners and clients including landowner cultivation, due diligence, baseline documentation and environmental assessment, easement negotiation and drafting, commissioning appraisals, filing for state tax credits.

Tenacity\Persistence

We get the deals done! We also seek out and navigate through various, competitive government application processes to bring as much funding and/or tax benefit as possible to qualifying projects.

Stewardship

Our annual monitoring and long-term relationships with our landowners is exemplary, as evidenced by landowner feedback, cooperation and support ... and no major violations since our inception. #