



Friends of Coppell Nature Park Strategic Plan 2022-2027

Vision

The FCNP will work to elevate the value that the Coppell Nature Park and the Lou Duggan Biodiversity Education Center provide to the local community by raising awareness, enhancing usability, and expanding programs.

Mission

The mission of the Friends of Coppell Nature Park (FCNP) is to nurture an appreciation of our natural environment, encourage outdoor experiences, and foster nature education. The FCNP pursues the mission by partnering with the local community, the city, and the school district to maintain the natural environment of the park and provide engaging programs at the Lou Duggan Biodiversity Education Center (LDBEC). Underpinning these efforts are high conservation standards and an objective of raising a strong sense of community and environmental service for future generations.

Strategic Goals and Action Steps

Strategic Goal 1: Engage groups of community members not currently served through existing FCNP or BEC programs.

Action Steps

- Increase engagement with secondary students by providing monthly volunteer and/or education opportunities.
- Leverage high school student expertise to lead hands-on programs twice a year.



- Add one secondary student position to the FCNP board.
- Provide programs honoring the historical contributions of indigenous people from the area as well as current contributions from various cultures at least once per year.
- Sustain our partnership with the NTMN to provide educational programs and recruit volunteers.
- Explore the possibility of expanding the Junior Master Naturalist program to include middle school students.
- Partner with the Senior Center to provide opportunities for engagement with the Coppell Nature Park.
- Support student research projects conducted at the Coppell Nature Park.

Education Committee Goals for 2023

Priority - High

- Provide programs honoring the historical contributions of indigenous people from the area as well as current contributions from various cultures at least once per year.
- Explore the possibility of expanding the Junior Master Naturalist program to include middle school students.
- Partner with the Senior Center to provide opportunities for engagement with the Coppell Nature Park.

Priority - Medium Increase what we currently offer

- Sustain our partnership with the NTMN to provide educational programs and recruit volunteers.
- Increase engagement with secondary students by providing monthly volunteer and/or education opportunities.
- Support student research projects conducted at the Coppell Nature Park.

Completed/Maintain

- Add one secondary student position to the FCNP board.
- Leverage high school student expertise to lead hands-on programs twice a year.



Strategic Goal 2: Increase active volunteerism at the CNP and the BEC so that all programs are sufficiently staffed.

Action Steps

- Define a recommended minimum number of volunteer hours for FCNP board members and BEC docents.
- Develop positive recognition of volunteers with the most hours of service.
- Utilize groups such as the North Texas Master Naturalists to recruit volunteers.
- Expand the diversity of the FCNP board and docents to develop future leaders and plan for succession.

Volunteerism Committee Goals for 2023

Priority - High

- Expand the diversity of the FCNP board and docents to develop future leaders and plan for succession.
- Define a recommended minimum number of volunteer hours for the FCNP board members and BEC docents.

Priority - Medium Increase what we currently offer

- Utilize groups such as the North Texas Master Naturalists to recruit volunteers.

Completed/Maintain

- Develop positive recognition of volunteers with the most hours of service.

Strategic Goal 3: Develop a marketing program and a communication strategy to expand awareness of the nature park, our history, the need for volunteers, and the need for funding.

Action Steps

- Digitally capture relevant historical FCNP documents.
- Develop a “speakers bureau” ready to tell our story.
- Develop digital flyers for upcoming events or campaigns.
- Add to the website and social media the need for donations.



- Develop a creative display of our mission and strategic goals.

Communications and Marketing Committee Goals 2023

- Develop Merchandise logo'd proposal
 - www.richeycompany.com
 - www.sanmar.com
- Develop Friends membership program proposal
 - Multiple levels, benefits and dues
- Improve Facebook engagement
 - Encourage Likes, Comments, Sharing
 - Encourage Check-in and Posting
 - Provide Donation and Marketplace options
- Improve Web Site content and usage
 - Email communications a la MailChimp
 - Friends program engagement and administration
- Improve design, structure and adoption of organization's Google Drive

Priority - High - remove the old strategic plan from our website and add the 2022-2027 plan (at least the vision, mission, and strategic goals 1-5)

Strategic Goal 4: Increase or maintain the diversity of native vegetation within the Coppell Nature Park representative of our local ecoregions.

Action Steps

- Actively manage invasive species.
- Plant native prairie plants.
- Plant acorns and other desirable tree seeds in sections of the forest with less diversity.



- Monitor the health of the prairie ecosystem through annual biodiversity studies.
- Monitor the health of the forest ecosystem through yearly surveys of tree and plant species.
- Monitor the health of the riparian ecosystem through water testing and biological surveys.

Biodiversity Goals 2023

Priority - High

- Actively manage invasive species.
 - Secure funding to purchase additional sets of invasive plants management equipment so that we have 5 or 6 versions of our stocked wagon.
 - Tag invasive plants in November (2023) for volunteer teams to remove.
 - Work with the Volunteerism committee to find enough volunteers to work during December (2023), January and February (2024) to remove invasive plants.

Priority - Medium Increase what we currently offer

- Plant acorns and other desirable tree seeds in sections of the forest with less diversity.
- Plant native prairie plants.
- Monitor the health of the prairie ecosystem through annual biodiversity studies.
- Monitor the health of the forest ecosystem through yearly surveys of tree and plant species.

Completed/Maintain

- Monitor the health of the riparian ecosystem through water testing and biological surveys.

Strategic Goal 5: Ensure adequate resources to support trail and park maintenance of non-city-controlled assets.

Action Steps

- Support monthly and ad hoc requested volunteer staffed trail maintenance events by providing on site supervision and safety in compliance with city requirements for volunteers.
- Clarify scope of non-city controlled assets within the Coppell Nature Park. Define a maintenance program for



non-city controlled assets.

- Purchase equipment, as needed, to maintain non-city controls assets.
- Clean, repair and maintain equipment purchased by FCNP
- Repair or replace amenities such as benches and trail signs in alignment with the city strategic plan for trail amenity assets.
- Support, as requested, to conduct routine inspections of trail condition and amenities as requested by the city
- Maintain an inventory of equipment purchased and maintained by FCNP
- As requested by the city, provide input to and advise owners of volunteer projects so that they align with the requirement and needs of the CNP

Park Maintenance Committee Goals 2023

- Complete eleven (11) volunteer staffed trail maintenance events on the second Saturday of each month. The objective for each monthly event will be set in cooperation with the education coordinator of the Coppell Nature Park Biodiversity Education Center. **Completed**
- Complete the refurbishment of the balance of wood trail signs not repaired in 2022 to include cleaning, re staining, re lettering and any necessary post repairs. **Completed**
- Complete at least one refurbishment of a weather damaged wooden trail bench to determine best materials and work procedure. **Not completed. Pending input from city on strategic plan for repair or replacement of damaged benches**
- Repair, as possible, all wheelbarrows owned by the Friends of the Coppell Nature Park. **Completed**
- Support the installation of Goodner Memorial Bench at a location agreed to by the FCNP Board. **Completed**
- Clean and inventory the two storage sheds used for FCNP maintenance equipment. **Completed**
- Review, as requested by the Biodiversity Education Center staff, all community lead projects such as Scout Eagle Projects for fit for purpose, materials of construction, and maintenance plan. **Completed for two projects: west entry info portal replacement; back up trail sign fabrication**



Strategic Goal 6: Work within a \$7000.00 per year budget for the FCNP.

- Reconnect with legacy donors to request funds.
- Add a donation request to existing programs.
- Conduct an annual fundraising campaign or donation drive.
- Seek corporate funding.
- Apply for grants.
- Review operating expenses to ensure fiscal responsibility (s.a. insurance).

Finance Committee Goals 2023

Priority - High

- Apply for the city grant for volunteer organizations.

Completed/Maintain

- Conduct an annual fundraising campaign or donation drive.
- Add a donation request to existing programs.