To Our Stakeholders and Partners in Wildlife Conservation:

I am pleased to announce completion of the N.C. Wildlife Resources Commission 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 public support for the N.C. Wildlife Resources Commission. The strategic plan guides the Commission’s mission and provides a comprehensive framework for the future conservation efforts of the Commission. A statewide steering committee was established and charged with leading the effort to develop the strategic plan. Over the course of the year, the steering committee engaged diverse groups of stakeholders in a series of meetings that resulted in a strategic plan that reflects the input and perspectives of all North Carolina stakeholders and partners.

The 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 thrive, many historic habitats are lost and many species are pushed to new limits. In addition, access to many of our human populations open new urban centers, well suited from day one with wildlife and the ecosystem. Recognition of these trends was a driving force behind the strategic plan and the need to perform wildlife conservation and education to educate the current and next generation about wildlife and its conservation.

The strategic plan will provide a broad platform for the Commission to help ensure that increasing numbers of North Carolinians have access to wildlife resources and the associated wildlife opportunities. The strategic plan will help ensure that the Commission’s mission and programs are focused, and the resources of the Commission will be effectively allocated to achieving the strategic plan’s goals and objectives.

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-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 wildlife conservation presents.

Sincerely,

Gordon Myers
Executive 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 understanding of the Commission’s mission and programs. Background information was collected and summarized to form a comprehensive basis for the planning process that produced the final strategic plan.

The key factors affecting the future of diverse and abundant wildlife in North Carolina are brought to light in the strategic plan. Two key factors that are fundamental to the continued conservation of North Carolina wildlife: urbanization and development and climate change.

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 populations as found under current circumstances would decrease. The second factor is climate change. The changing climate will alter the course of our human progression but also our wildlife, with significant impacts to wildlife habitats and populations as found under current circumstances.

The Commission’s strategic plan reflects the recommendations of our human and wildlife communities. The plan will guide the Commission and its programs in achieving and sustaining the diversity and abundance of wildlife in the state.

The strategic plan identifies seven broad goals for the Commission that will support wildlife conservation efforts and provide opportunities for hunting, fishing, boating and other wildlife-related activities. The goals will guide the Commission’s programs to achieve the strategic objectives outlined in the plan.

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 that wildlife faces in North Carolina.

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, secure, professional, effective and efficient fisheries, 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, fishing, boating and other wildlife-associated experiences.
• 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.
• Demonstrate working lands and their associated wildlife communities.
• Demonstrate a strong and committed staff 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 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 agro-tourism initiatives.
4. Reduce wildlife-related hunting and boating incidents and violations.

GOAL 2: Expand 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.
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 our mission and programs. Background information was collected and summarized to help 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 continue, wildlife diversity and abundance are diminishing. Second is the need to reach out to a broader base of potential citizens, wildlife, boating and other wildlife-associated recreation.

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-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 that are ahead 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 VISION

The N.C. Wildlife Resources Commission is providing safe, sound, professional, 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, gender or physical abilities to enjoy hunting, fishing, 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 quality of our wildlife resources and their habitats.
• Protect working lands and their associated wildlife communities.
• Share 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 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 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, fishing, and boating 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 access/infrastructure initiatives.
4. Increase opportunities for disabled sportsmen and women to participate in all forms of wildlife-associated recreation.
5. Enhance 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. 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. Enhance wildlife-related hunting and boating incidents and violations.

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. 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. Enhance wildlife-related hunting and boating incidents and violations.
6. Enhance wildlife-related hunting and boating incidents and violations.
7. Enhance wildlife-related hunting and boating incidents and violations.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION GOALS

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. Optimize opportunities for all wildlife-associated recreation.
4. Enhance wildlife-related hunting and boating incidents and violations.
5. Enhance wildlife-related hunting and boating incidents and violations.
6. Enhance wildlife-related hunting and boating incidents and violations.
7. Enhance wildlife-related hunting and boating incidents and violations.
8. Enhance wildlife-related hunting and boating incidents and violations.
9. Enhance wildlife-related hunting and boating incidents and violations.
10. Enhance wildlife-related hunting and boating incidents and violations.

GOAL 4: 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. 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. Enhance wildlife-related hunting and boating incidents and violations.
6. Enhance wildlife-related hunting and boating incidents and violations.
7. Enhance wildlife-related hunting and boating incidents and violations.
8. Enhance wildlife-related hunting and boating incidents and violations.
9. Enhance wildlife-related hunting and boating incidents and violations.
10. Enhance wildlife-related hunting and boating incidents and violations.

GOAL 5: 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. 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. Enhance wildlife-related hunting and boating incidents and violations.
6. Enhance wildlife-related hunting and boating incidents and violations.
7. Enhance wildlife-related hunting and boating incidents and violations.
8. Enhance wildlife-related hunting and boating incidents and violations.
9. Enhance wildlife-related hunting and boating incidents and violations.
10. Enhance wildlife-related hunting and boating incidents and violations.

GOAL 6: 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. 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. Enhance wildlife-related hunting and boating incidents and violations.
6. Enhance wildlife-related hunting and boating incidents and violations.
7. Enhance wildlife-related hunting and boating incidents and violations.
8. Enhance wildlife-related hunting and boating incidents and violations.
9. Enhance wildlife-related hunting and boating incidents and violations.
10. Enhance wildlife-related hunting and boating incidents and violations.

GOAL 7: 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. 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. Enhance wildlife-related hunting and boating incidents and violations.
6. Enhance wildlife-related hunting and boating incidents and violations.
7. Enhance wildlife-related hunting and boating incidents and violations.
8. Enhance wildlife-related hunting and boating incidents and violations.
9. Enhance wildlife-related hunting and boating incidents and violations.
10. Enhance wildlife-related hunting and boating incidents and violations.

GOAL 8: 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. 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. Enhance wildlife-related hunting and boating incidents and violations.
6. Enhance wildlife-related hunting and boating incidents and violations.
7. Enhance wildlife-related hunting and boating incidents and violations.
8. Enhance wildlife-related hunting and boating incidents and violations.
9. Enhance wildlife-related hunting and boating incidents and violations.
10. Enhance wildlife-related hunting and boating incidents and violations.

GOAL 9: 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. 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. Enhance wildlife-related hunting and boating incidents and violations.
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7. Enhance wildlife-related hunting and boating incidents and violations.
8. Enhance wildlife-related hunting and boating incidents and violations.
9. Enhance wildlife-related hunting and boating incidents and violations.
10. Enhance wildlife-related hunting and boating incidents and violations.

GOAL 10: 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. 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. Enhance wildlife-related hunting and boating incidents and violations.
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10. Enhance wildlife-related hunting and boating incidents and violations.
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 and its mission and programs. Background information was gathered and summarized to develop a common understanding that resulted in the development of the strategic 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 continue at a rapid pace, efforts to protect and preserve wildlife and habitats become increasingly difficult. Second, diversity and inclusion must be emphasized in all Commission initiatives. While the wildlife program has historically been centered on traditional hunting and fishing opportunities, our future success will depend on working with and engaging citizens of all ages and abilities.

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 designed to ensure that the Commission can meet the challenges that are expected to shape the future. The strategic plan includes a detailed 5-year action plan that defines expected outcomes for each goal. The plan also provides timelines and milestones for the achievement of those outcomes.

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.

By working towards the strategic plan, we are committed to providing safe, comprehensive, effective and efficient wildlife, hunting and fishing 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, angling, boating and other wildlife-related experiences.
3. Demonstrate to the citizens of North Carolina the critical role of wildlife management in sustaining the quality of our wildlife resources.
4. Support 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 natural resource entities to complement the mission of the N.C. Wildlife Resources Commission and leverage resources to achieve that mission.
7. Are financially secure through diverse, dedicated and ample funding.
8. Are based on sound science.
To Our Stakeholders and Partners in Wildlife Conservation:

I am pleased to announce completion of the N.C. Wildlife Resources Commission 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. Background information was collected and synthesized in a comprehensive plan that resulted in the strategic plan.

Two key factors affecting the future of diverse and abundant wildlife in North Carolina are highlighted in the strategic plan. First is acceptance that, as urbanization and development continue to encroach on natural habitats, public programs to expand public access to wildlife resources are needed. Second is the realization that the Commission’s mission, as expressed in its purpose, must be expanded to include public education, communication and outreach to the citizens of North Carolina.

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 intended to provide an opportunity for everyone to enjoy wildlife-related experiences.

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 that the wildlife resources commissions face.

I look forward to many successful accomplishments as, together, we secure 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.

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

Vision
The N.C. Wildlife Resources Commission is providing safe, comprehensive, effective and efficient fisheries, 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 capabilities to access and enjoy hunting, fishing, boating and other wildlife-associated experiences.
• 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.
• Demonstrate working lands and their associated wildlife communities.
• Share 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 sound science.

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 agri-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. Expand opportunities for all wildlife-associated recreation.
4. Increase opportunities for disabled sportmen 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.
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 use of Commission services and programs. Recommendations were revised and summarized in a Commission board meeting that produced the final draft of the strategic plan. The key factors affecting the future of diverse and abundant wildlife in North Carolina are brought to light in the strategic plan. They are acceptance that, as urbanization and development continue across the state, wildlife habitats and programs will face new challenges and complications. Several key features of the Commission’s work are ongoing and vital to our human progress:  

- One billion dollars only two out-of-state counties, wildlife conservation andenhancement of wildlife in natural environments at risk.  

The strategic plan outlines a broad path to be Commission staff and  

- Support wildlife conservation efforts and provide access to wildlife opportunities for hunting, fishing, boating, and other wildlife-related activities.  

- Demonstrate to the citizens of North Carolina through education and communication the critical role of wildlife management in sustaining the viability of our wildlife resources.  

- Support wildlife habitats and their associated wildlife communities.  

- Enhance our share of the federal and state wildlife conservation efforts in every corner of the state.  

- Improve the delivery of wildlife conservation services by addressing the needs and interests of all citizens and stakeholders.  

- Improve the delivery of wildlife conservation services by addressing the needs and interests of all citizens and stakeholders.  

- Increase the public’s and various stakeholders’ understanding of the N.C. Wildlife Resources Commission and its conservation programs.  

- Expand opportunities for all wildlife-associated recreation.  

- Increase opportunities for all wildlife-associated recreation.  

- Enhance wildlife-related hunting and boating incidents and violations.  

- Enhance wildlife-related hunting and boating incidents and violations.  

- Sustain working lands and their associated wildlife communities.  

- Sustain working lands and their associated wildlife communities.  

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

- Feature strong partnerships with other natural resource agencies and organizations 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 Mission

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

North Carolina Wildlife Resources Commission Purpose

To develop and administer programs devoted 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, sound, sustainable, effective and efficient fisheries, 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, fishing, boating and other wildlife opportunities.  

- Demonstrate to the citizens of North Carolina through education and communication the critical role of wildlife management in sustaining the viability of our wildlife resources.  

- Support wildlife habitats and their associated wildlife communities.  

- Enhance our share of the federal and state wildlife conservation efforts in every corner of the state.  

- Improve the delivery of wildlife conservation services by addressing the needs and interests of all citizens and stakeholders.  

- Increase the public’s and various stakeholders’ understanding of the N.C. Wildlife Resources Commission and its conservation programs.  

- Expand opportunities for all wildlife-associated recreation.  

- Increase opportunities for all wildlife-associated recreation.  

- Enhance wildlife-related hunting and boating incidents and violations.  

- Enhance wildlife-related hunting and boating incidents and violations.  

- Sustain working lands and their associated wildlife communities.  

- Sustain working lands and their associated wildlife communities.  

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

- Feature strong partnerships with other natural resource agencies and organizations 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 easily accessible participation in hunting, fishing, boating and other wildlife-related activities.

- Advocate for legislation that supports wildlife conservation.
- Increase public access to private lands and waterways.
- Partner with other agencies, organizations, and local governments to incorporate wildlife resources in land planning, tourism and agro-tourism initiatives.
- 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.

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

**GOAL 3:** Ensure the Commission is supported financially and administratively to effectively achieve the Commission’s mission.

- Provide an adequate budget to support the Commission’s mission.
- Ensure the Commission has the staff and resources to deliver quality programs and services.
- Ensure the Commission has an adequate budget to support the Commission’s mission.
- Ensure the Commission has the staff and resources to deliver quality programs and services.

**GOAL 4:** Promote understanding of the Commission’s mission and programs among the general public.

- Develop and administer programs that enhance public understanding of the Commission’s mission and programs.
- Increase public understanding of the Commission’s mission and programs.
- Enhance public understanding of the Commission’s mission and programs.
- Enhance public understanding of the Commission’s mission and programs.
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 activities.
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 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’s 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 populations’ needs.

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 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 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 populations’ 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: 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 populations’ needs.

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 implement an endowment program with the focus on non-game programs and conservation.

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 populations’ needs.

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 implement an endowment program with the focus on non-game programs and conservation.
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 preserve tracts, impact assessment, and mitigation of conservation and enhancement, regulation, 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 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 mission within state government agencies and among the 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 hunting 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.

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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 restoration through land acquisition and preservation, impact assessment and mitigation, conservation and enhancement, regulation, 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 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 strategy within the N.C. Wildlife Resources Commission.
3. Develop and implement an endowment program with the focus on non-game programs and conservation.

GOAL 5: The N.C. Wildlife Resources Commission operates under a sound funding model that meets current and future needs and supports current and future programs and long-term 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 6: The N.C. Wildlife Resources Commission operates under a sound funding model that meets current and future needs and supports current and future programs and new population needs.

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 7: Create a work environment where priorities are clear; the decision-making process is efficient, 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.

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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, conservation and enhancement, regulation, and conversion-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 habitats and species diversity, and maintaining the hunting and fishing heritage of North Carolina.

STRATEGIC OBJECTIVES:
1. Enhance partnerships with land-funding agency/organizations and other land management agencies.
2. Establish broad conservation interest within state government agencies and among the 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.

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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, mitigation, conservation and enhancement, regulation, 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 fish and 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 and 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 human 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.

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION

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Charles W. Bennett, Vice-Chairman, At Large... Administrator
W. Ray White, District 1... North Bonner
Mitch StClair, Sr., At Large... Washington
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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.

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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, mitigation, conservation and enhancement, regulation, and conservation-based development.
4. Evaluate and improve the efficiency of regulatory programs designed to promote wildlife conservation.
5. Establish a comprehensive framework to ensure sustainable fish and wildlife resources under changing climate conditions and expanding human populations.

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

STRATEGIC OBJECTIVES:
1. Enhance partnerships with federal, state, 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.

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 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.