


Foundation	Strategic Objectives and Organization Goals		Key Performance Indicators
<div>Our Mission</div> <div>Our mission is to support professionals who study, protect, and manage North America's rivers.</div> <div>Our History</div> <div>Our roots are in the Interagency Whitewater Committee (est. 1972) and the 1996 merger of the American River Management Society (est. 1988) and the River Federation (est. 1985). We are the home of the River Training Center, National Rivers Project and the River Studies and Leadership Certificate.</div> <div>Our diverse membership includes river rangers and planners who work for regional, state, local and federal agencies; professors and students; scientists, attorneys, river conservation professionals and outfitters; and avocational enthusiasts. Events are open to the public, and many programs are available online on the River Training Channel.</div>	<div>Marketing and Outreach</div> <div><div>Become regarded and referenced as the nation's go-to organization for river management, authoritative information, and expertise.</div><div><div>Goal 1: Professional Development</div><div>Goal 2: Information and Education</div><div>Goal 3: Promote use of science and research in policy</div><div>Goal 4: Collaborate to build the river capacity of RMS to be the nation's river management resource.</div></div></div> <div>Resource Development and Sustainability</div> <div><div>Continue our success of diversifying funding through River Training Center product development, partnerships and grants, that lead to effective management and protection of river and watershed resources.</div></div>		<div>How We Measure Success</div> <div>ENGAGE</div> <div><div>1. The National River Recreation Database will have 3,000 river segments, 20,000 access points, 274 website visits per day, and 80% partner memberships.</div><div>2. Each chapter will host one river trip and support one initiative or special event a year.</div><div>3. At least one River Ranger Rendezvous each year</div></div> <div>REACH</div> <div><div>1. 95% product satisfaction</div><div>2. 20% increase in page views a year</div><div>3. 16% increase special event attendance</div><div>4. Two schools join the Rivers Studies and Leadership Certificate Program</div><div>5. 16% increase special event attendance</div><div>6. 19% increase Social Media following</div><div>7. Increase membership diversity profile by 20%</div><div>8. Continue to develop national and international relationships with governments and educational institutions that seek to improve or stablsh river management skillsets.</div></div> <div>SERVE</div> <div><div>1. Host 23 educational events</div><div>2. Launch video toolbox for newly designated Wild and Scenic Rivers.</div><div>3. Create a Wild and Scenic River Eligible/Suitable training program.</div><div>4. Create an interagency FERC relicensing training to involve Wild and Scenic Section 7 Analysis</div><div>5. Develop Core Competencies for Hydropower practitioners and stakeholders.</div><div>6. 80% of River Studies and Leadership Certificate schools have one graduate.</div></div> <div></div>
<div>Who We Are</div> <div>Our Core Values</div> <div><div>To Welcome</div><div>To Serve</div><div>To Educate</div><div>To Encourage</div><div>To Engage</div></div>	<div>Operational</div> <div><div>Overall Operations: Continue and strengthen infrastructure that utilizes the highly efficient hybrid operational framework of a virtual central office, remote staff and on-river or field events to better serve, engage and encourage our members and partners.</div><div><div>Goal 1: Set up computers to be accessed from any destination.</div><div>Goal 2: Define all procedures and process in writing in order to support projected growth.</div><div>Goal 3: Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.</div></div></div>		
	<div>Competitive Advantages</div> <div><div>What we do Best</div><div>We develop and promote professional river management with educational tools and opportunities that inform public policy on river and watershed issues; educate lawmakers, practitioners and non-profits; and welcome international partners, and educational institutions. The expertise and inclusive nature of the ways in which we offer welcomes various perspectives and collaboration and provides new opportunities for among current and future river professionals.</div><div>National Board</div><div><div>President: Judy Culver</div><div>Vice President: Shannon Bassista</div><div>Secretary: Helen Clough</div><div>Treasurer: Rob White</div><div>Executive Director</div><div>Risa Shimoda</div></div></div>		
<div>Vision</div> <div>How we will get there</div> <div>To be the national and international leader in river management education, collaboration, and training, whose members, volunteers, and partners represent the nation's leaders of thought, agents of change and resources for all things related to the holistic management of rivers and river environments.</div>			