

"EVERY ACRE COUNTS"

URBAN, COMMUNITY AND COASTAL CONSERVATION STRATEGY

A VISION FOR SERVICE TO DISTRICTS

Proposed by the NACD Urban, Community and Coastal Resources Committee January 2007

EXECUTIVE SUMMARY

The Urban, Community and Coastal Resources Committee of the National Association of Conservation Districts is charged with providing guidance to the Board of Directors on policy and on services to member districts in this area of focus. While the Committee has attempted to meet members' needs, focus has often been driven by grant projects and progress has been limited by staff time.

In 2005, Committee members met with NACD Officers to discuss their concerns about declining resources for districts in urban, community and coastal areas at the same time that needs for services are growing quickly. As a result of this discussion, the Officers charged the Committee with developing an overall strategy on how NACD can best assist districts facing the challenges of developed and developing areas.

The Committee developed this Strategy over the past year while continuing to work on grant deliverables and other projects. They based their recommendations on comments and requests from members over the years; the NACD Northeastern Region district-level assessment conducted in early 2006; and feedback from a state level survey conducted this fall.

This Urban, Community and Coastal Conservation Strategy is designed to meet the NACD Strategic Goals: Public Awareness and Public Relations; Support for State Association and Conservation Districts Members; and Grassroots Advocacy. If approved by the NACD Board, the proposed actions (with success measures) will be added to the Strategic Plan as determined by NACD Leadership working with the Committee.

Recommended actions include increasing district visibility in urban, community and coastal areas; strengthening district capabilities and funding; and showcasing and networking districts' work on water quality/quantity, urban-rural interface, and coastal/estuarine resource issues. The strategy also calls for 'stepping up' districts' support of NACD's efforts to increase conservation technical assistance funds along with obtaining technical and financial resources through other sources.

The Committee proposes these be accomplished through a full-time professional along with other contracted assistance as needed and funding available. The staff position and Committee expenses will be funded through a combination of increase district quota payments, grants/agreements, and in-kind services. Sources will be further defined once specific actions have been incorporated into the NACD Strategic Plan and timeframe.

This proposed Strategy will be presented to the NACD Board of Directors at their meeting in February 2007. For more information prior to the meeting, questions can be directed to the Committee members listed on page 14.

NACD VISION

America's Voice for Natural Resources Conservation

NACD MISSION

To serve conservation districts by providing national leadership and a unified voice for natural resources conservation

PURPOSE OF STRATEGY

In keeping with NACD's Vision and Mission, this strategy is designed to help ensure conservation districts are recognized as local resource leaders that enable people to manage urban, developing, and interface landscapes for the conservation and enhancement of natural resources in support of economically viable, sustainable communities. The strategy will:

- P enable districts to become a clearinghouse for natural resources information and to maintain data on natural resource projects;
- P provide districts with tools to enhance and develop programs for urban, community conservation and coastal issues¹;
- P enhance districts' capacity to build partnerships and programs that increase their effectiveness in urban, community and coastal areas; and
- P encourage districts to lead in addressing natural resource issues in urban, community and coastal areas.

OVERVIEW

Conservation districts across the nation have long been challenged with the changing landscape and their roles. Some have embraced their growing responsibilities quickly and assertively; others have moved more cautiously, addressing resource concerns similar to their traditional roles and working to identify new ones; and the remaining have chosen not to accept the new responsibilities at this time. It is both an opportunity and challenge for the National Association of Conservation Districts (NACD) to support all conservation districts in this area, helping them at their current level of activity and encouraging them to grow into new levels as determined by the district.

The NACD Urban, Community and Coastal Resources Committee (Appendix 1) is charged with providing guidance to the NACD Board of Directors on policy and on services to member districts in this area of focus. Much has been accomplished over the years although in a piecemeal fashion. Services have included three national urban conservation conferences, numerous workshops and presentations at the annual and regional meetings, an urban focused newsletter now evolved into an urban and community conservation listserv and section of the NACD website, a wide array of information and tools for districts, and individual state association and district support.

¹ For consistency, the term "urban, community and coastal resources" is used throughout the strategy. It is defined for purposes of this paper as those lands that are developed, developing, rural-urban interface, and coastal.

In 2005, the Committee was asked by the NACD Officers to develop a national proposal to more comprehensively and strategically assist conservation districts with their roles and responsibilities in urban, community and coastal areas in keeping with the national vision and mission. This paper responds to that charge with recommended actions, most within the NACD Strategic Plan timeframe but also some long-term.

STRATEGY DEVELOPMENT

Over the past year and a half, districts' activities and needs were discussed through two Committee meetings and numerous teleconferences. Much of the deliberation was based on Committee members' own experiences and their interactions with districts in their respective and neighboring states. There was consensus that many districts have faced operational issues such as inconsistent, unstable sources of funding; inconsistent sources of technical information and assistance; lack of state and/or community recognition of district authorities and capabilities; and unwillingness of state and/or local leadership to accept non-agricultural responsibilities.

As for specific resource challenges, there is a wide array of needs across the nation. To help quantify where NACD could best assist districts in these areas, the Committee used district level data collected by the Northeastern Region (*NACD Northeast Positions Concerning Agriculture and Forestry and Urban and Community Conservation, July 2006*). In addition, the Committee conducted a state level, high cut assessment in November 2006. Results of both reports are summarized as follows.

I. NACD Northeast Positions Concerning Agriculture and Forestry and Urban and Community Conservation, July 2006

A detailed survey about natural resource issues, district roles, and resources needed was sent to the Region's 250 district offices in January 2006. A total of 109 districts responded by March. The top responses to all three areas were as follows:

Natural Resource Issues

- Water Quality nonpoint source (93.6%); flooding (68.8%); pollution of drinking water (51.4%)
- ♦ Urban-Rural Interface loss of farmland (64.2%) and loss of open space (56%)
- ♦ Erosion and Sediment Control soils information (89.9%), site plan review (75.2%), standards and specifications (67%)
- ♦ Stormwater Management public education and outreach (85.3%), watershed planning and management (67.9%), construction site runoff (66.1%), pollution prevention (11.1%), post construction runoff (51.4%), public participation (47.7%)
- ♦ Watershed Restoration assessment and planning assistance (70.6%), goal and objective identification (63.3%), monitoring and evaluation assistance (53.2%)
- ♦ Urban Water Conservation public education and outreach (51.4%)

Resources Needed

- ◆ Get adequate (federal) funding for grants programs (66.1%)
- Provide technical and planning training (59.6%)
- ♦ Help shape federal legislation and rules (58.7%)
- Provide outreach tools and canned materials (56%)
- Provide outreach training (53.2%)

In its summary, the Northeastern report recommended seven areas of focus for the national level.

- 1. With adequate staff support, the NACD Urban, Community and Coastal Resources Committee (UCCR) could maintain a 'watch' over federal programs/policies and funding to guide national action.
- 2. The UCCR, working with the NACD Legislative Committee, could provide leadership on national legislative priorities affecting urban and community conservation.
- 3. The UCCR could represent NACD in national coalitions and initiatives on urban and community conservation, eg Sustainable Urban Forests Coalition.
- 4. (NACD could) Share regional report on training and certification with National Conservation Districts Employees Association (NCDEA).
- 5. (NACD could) Identify organizations that provide training and certifications of value to districts, and partner to make available (eg International Erosion Control Association's CPESC; American Planning Association's workshops; The Conservation Funds' Strategic Conservation (Green Infrastructure) Training; International Society of Arboriculture's Certified Arborist; Society of Municipal Arborists' Municipal Forester Institute).
- 6. (NACD could) Work with the National Association of State Conservation Agencies (NASCA) to identify training provided within states that can be shared nationally through meetings, publications and website.
 7. (NACD could) Expand regional survey and research to national level, and make available through national website.

II. UCCR Committee State Level Assessment, November-December 2006

Districts' services in urban, community and coastal areas were categorized into the three major resource issue areas – water quality/quantity, urban-rural interface, and coastal-estuarine. States were asked to identify those districts that currently provide services in any of the three areas.

At the time of printing, 22 states and DC had responded: CT, DE, GA, IA, IL, KY, MA, MD, ME, MO, MT, ND, NH, NJ, NY, OH, RI, SC, SD, VT, WA, WV. Of the survey data collected to date, all responding states have at least some districts involved in urban and community conservation, and many report that a great percentage are. This supports the anecdotal feedback that Committee members and NACD officers consistently receive in their travels – conservation districts in most areas across the nation are striving the address the resource concerns of changing landscapes.

COMMITTEE RECOMMENDATION

The Urban, Community and Coastal Resources Committee is recommending specific actions under each of the current NACD strategic goals. These are provided on the following pages. The NACD Board's strategic goals are shown in shaded background. The actions under each goal are sub-categorized to show how they will help districts with specific resource issues and roles.

Once the strategy is reviewed and approved by the NACD Board of Directors, Committee members and staff will work with leadership to incorporate the actions into the national strategic plan along with success measures. (For example, the action on increasing technical resources may be included and a success measure would be getting practices into the FOTG that are applicable on all landscapes within two years.)

NACD STRATEGIC GOALS

I. Public Awareness and Public Relations

By December 2009, NACD will develop and fully implement a national public relations/ outreach plan to educate America about natural resource conservation and the role districts play.

A. Recommendations:

1. District Visibility

While many landowners in rural areas are familiar with conservation districts and their partners, districts in urban, community and coastal areas are often unknown. District are often stereotyped solely as providing agricultural conservation services. As public entities, districts should be accessible to all landowners/users. NACD can provide materials and tools for use by states and districts.

ACTIONS

- a. Develop material(s) describing district/partner services for use by districts.
- b. Establish web-based profiles of districts' public relations materials and tools.
- c. Work with national organizations representing municipalities and others to educate members about districts e.g. US Conference of Mayors, National League of Cities, National Association of Counties, etc.
- d. Encourage districts to use the locally led process to identify resource needs in urban, community and coastal areas.

II. Support for State Association and Conservation District Members

By 2010, empower state associations and conservation districts to understand conservation district statutory authority, assess the needs of landowners/customers, and build sufficient capacity to address those needs.

A. Operational Recommendations:

1. District Roles and Responsibilities

While many districts have embraced new roles in the changing landscapes, others have struggled with what to do and how to do it. There is no 'one size fits all' solution as districts are designed to address the resource issues within their boundaries. NACD can provide models and examples along with networks among districts so they can learn from each other.

ACTIONS

- a. Conduct inventory of districts programs/services and tools used in urban, community and coastal areas.
- b. Develop model of how to develop district programs in urban, community and coastal areas.
- c. Expand web-based profiles of districts' programs and services in urban, community and coastal areas.
- d. Provide web-based profiles of districts' funding sources such as erosion control fees, and maintain a list of grant sources for urban, community and coastal resource projects.
- e. Provide information and training on grant opportunities for urban, community and coastal resource projects.
- f. Provide education sessions about urban, community and coastal conservation issues for district officials and employees at NACD meetings.

B. Water Quality/Quantity Resource Issue Recommendations:

1. Urban Erosion and Sediment Control

Conservation districts and their partners have a long history of experience and expertise in agricultural erosion control. Over the years, a number of states have stepped forward to provide services in urban, community and coastal areas. This is still an area of need across the country, one that all districts can address with adequate resources. NACD can support districts by gathering appropriate data and making technical training available.

ACTIONS

- a. Provide profiles of what states and districts are doing in current state programs.
- b. Working with NCDEA, promote district employees' getting CPESC (certification) through IECA; schedule trainings at NACD meetings, maintain district registry, etc.
- c. Promote district involvement in federal and state EPA programs for erosion and sediment control.

2. National Pollutant Discharge Elimination System (NPDES) Phase II

NPDES Phase II requires states to extend permit requirements to construction sites that disturb one to five acres in size. Operators of regulated construction sites are required to develop and implement stormwater pollution prevention plans and to obtain permits. Phase II also requires most municipalities to engage in a stormwater management program. Many smaller communities are still working to find ways implement this federal requirement, and districts are well suited to take the lead. Potential roles for districts, many of which are doing some already, are based on the six EPA Minimum Control Measures: public education and outreach, public participation/involvement, illicit discharge detection and elimination, construction site runoff control, post-construction runoff control, and pollution prevention/good housekeeping. NACD can support districts through information and training.

ACTIONS

- a. Establish database of states' and districts' involvement in Phase II.
- b. Provide web-based profiles of states and districts' current Phase II activities.
- c. Working with NCDEA, promote districts employees' getting CPSWQ (certification) through IECA; schedule trainings at NACD meetings, maintain district registry, etc.

3. Source Water/Drinking Water Protection

Conservation districts' work in erosion control and water quality utilization/management has been an important factor in source water/drinking water protection, though not often recognized as that. State programs, like federal, are often compartmentalized and unaware of each other's efforts. NACD can support members by working with EPA and other agencies and organizations to gain recognition and resources for districts' work in this area.

ACTIONS

- a. Seek grant resources to coordinate demonstration sites for integrating programs to enhance resources to local/watershed areas.
- b. Expand profiles of districts' water quality services in urban, community and coastal areas.
- c. Provide training on water quality approaches such as low impact development and Home*A*Syst at NACD meetings.
- d. Encourage districts to become involved in local and regional water supply planning initiatives.

C. Urban-Rural Interface Resource Issue Recommendations:

1. Small Acreage Program

The fastest growing clientele of conservation districts across the nation are the owners of small, privately owned lands used for agricultural, wood harvest, recreational, and other purposes. Districts are struggling to meet the demand and help landowners maintain healthy natural resources and species diversity. NACD can provide success stories and network opportunities.

ACTIONS

- a. Using information from districts across the country, prepare a report on the needs of this clientele and currently available tools.
- b. Develop brochure/other material for districts to use with new landowners.
- c. Provide examples of services and information exchange opportunities on website and at meetings.
- d. Working with NCDEA, provide training opportunities for district employees.

2. Community Wildfire Protection Planning

Communities in the urban wildland interface are at high risk for wildfires, especially in the southern and western states. States are working to help develop local Community Wildfire Protection Plans to prevent these catastrophic events. Districts, with their expertise and local presence, can offer leadership and technical support. NACD can support districts by providing information and training opportunities.

ACTIONS

- a. Encourage districts to participate in the CWPP by explaining process, showing value, listing resources such as Firewise, and showcasing those already involved.
- b. Educate relevant federal agencies and national organizations about conservation districts e.g. State Emergency Management Departments.

3. Farmland and Open Space Preservation

Across the nation, agricultural lands and their business infrastructure are losing ground in the urban-rural fringe. These local sources of food and fiber, and the benefits of these open lands, are important to all communities. Districts are well positioned to help farmers, ranchers and communities keep these lands in production. NACD can provide information and training opportunities.

ACTIONS

- a. Provide web-based examples of districts' farmland preservation services and activities.
- b. Provide examples of programs that preserve and enhance the agricultural economic infrastructure.
- c. Promote American Farmland Trust and other resources and training to districts.

4. Urban and Community Forestry

Healthy urban forests – trees, vegetation, green spaces – provide high value benefits economically, environmentally, and socially. They are critical to the quality of life in urban, community and coastal areas. These are the responsibility of state and municipal foresters, who are assisted by citizen groups. Conservation districts have great potential to provide their services in maintaining these urban forests to benefit air quality, water quality, wildlife habitat, economic value, and aesthetics. NACD can support districts by increasing networking and training opportunities.

ACTIONS

a. Educate districts about the benefits of urban forests, the agencies and organizations involved, and districts' roles.

Urban and Community Forestry ACTIONS continued

- b. Provide web-based profiles of districts' activities in urban and community forestry.
- c. Enhance national partnership with FS U&CF and encourage similar relationships between state associations and state foresters.
- d. Working with NCDEA, promote districts employees' getting certified through organizations such as International Society of Arboriculture and Society for Municipal Arborists; schedule trainings at NACD meetings, maintain district registry, etc.

5. Strategic Conservation

The specific placement of urban forests, greenways, parks, etc is critical for community planning to achieve high value water quality, air quality, wildlife habitat, and recreation benefits. Conservation districts, with their natural resource knowledge and technical expertise, can provide leadership in this area. NACD can support districts by providing information and training opportunities.

ACTIONS

- a. Increase districts' awareness about the elements and benefits of strategic conservation.
- b. Promote district participation in The Conservation Fund's and other training on strategic conservation.
- c. Follow up with the Smart Growth Network, getting listed as a partner and educating members.
- d. Encourage districts to become familiar with the NRCS web-based urban soil survey, and to promote use of the soil survey in land use decision-making.

D. Coastal and Estuarine Resource Issue Recommendations:

1. Coastal Management Program

As with urban and community conservation, there are a wide array of coastal resource issues that are or can be addressed by districts. These include but are not limited to coastal erosion, coastal waters pollution, estuary decline, and wetland loss. Districts in 30+ states along the ocean and Great Lakes are involved in programs such as the Coastal Zone Management. Many of the actions listed in the above categories will also help as inland work impacts coasts through rivers and runoff. NACD can support districts by enhancing federal partnerships and providing information and networking opportunities.

ACTIONS

- a. Work with the National Oceanic and Atmospheric Administration Coastal Program to emphasize districts' roles in expanding the CZMP partnership and funding for public education and planning efforts.
- b. Encourage districts to expand their boundaries and/or sphere of influence into the shoreline.
- c. Identify coastal resources for districts, including NOAA, EPA, Sea Grant, Army Corps, and others.
- d. Provide web-based profiles of districts' work in coastal areas, including the National Estuary Program.

III. Grassroots Advocacy

Annually maintain or increase federal resources available and delivered through conservation districts (funding, technical assistance, and appropriate rule-making.)

A. Recommendations:

1. Conservation Technical Assistance

ACTIONS

a. Identify and target specific districts for active support in NACD's efforts to obtain conservation technical assistance resources, including funds for contribution agreements and such for districts.

Conservation Technical Assistance ACTIONS continued

- b. Work with NRCS to include practices that are applicable on all landscapes in the FOTG, and to provide technical training.
- c. Support adequate funding and rules in federal programs such as FRPP, GRP, WHIP etc that can be used in the interface areas.
- d. Explore potential for a federal community conservation program.
- e. Work with NRCS and partners to develop method of reporting work accomplished in urban, community and coastal areas.

2. District Funding

ACTIONS

- a. Educate federal agencies about districts' roles and importance of informing districts about federal program opportunities eg EPA stormwater, and enable state associations to educate state water quality agencies.
- b. Seek a federal assistance program component for innovative initiatives by districts.

3. Small Acreage Program

ACTIONS

- a. Research current programs and services by federal agencies, state agencies, districts and citizen groups.
- b. Develop recommendations for integration into Farm Bill programs.
- c. Develop program proposal for EPA and other federal agencies.

4. Urban and Community Forestry

ACTIONS

- a. Continue active participation in Sustainable Urban Forests Coalition, providing network for districts.
- b. Work to increase federal U&CF appropriations for state and local implementation.

5. Water Quality and Quantity

ACTIONS

a. Seek to have districts recognized as a stakeholder in the implementation of the Clean Water Act in future reauthorizations, and specified in various aspects (eg 319, 604B, NPDES) as appropriate.

6. Coastal

ACTIONS

a. Support reauthorization of the Great Lakes Basin Program for Sediment and Erosion Control through the 2007 Farm Bill.

STRATEGY IMPLEMENTATION

I. OVERSIGHT

The NACD Urban, Community and Coastal Resources Committee - composed of seven district officials, one district employee, and one state conservation agency staff - can provide program direction and guidance once the strategy is approved by the NACD Board of Directors. The NACD CEO will provide staff supervision and sign all necessary contracts.

The Committee will review progress on the strategy during their monthly teleconferences. The overall strategy will be evaluated twice a year, at the Committee's summer meeting and at NACD's annual meeting. Changes in direction will be submitted to the NACD Board of Directors for approval.

II. STAFFING

It is expected initial staffing for the strategy will involve one full-time professional. Additional contracted project managers will be utilized as needed if resources are available. The budget will also need to include funds for supplies and equipment, staff and committee travel, data collection, and website management. The actual budget will be determined by the NACD Executive Board with input from the Urban, Community and Coastal Resources Committee Chair.

IV. FUNDING SOURCES

The NACD Urban, Community and Coastal Resources Committee believes the number of districts addressing or attempting to address resource issues in developing and developed areas is great, and that NACD has not effectively met their needs. The potential to do so is just as great IF resources are allocated to this goal. The Committee believes this strategy can motivate more members in urban, community and coastal areas who are not currently contributing quota to do so. In addition, some of the specific actions listed in the strategy have the potential to bring in outside funding.

Conservation Districts' Quota

As of September 2006, 70% of the nation's conservation districts had paid quota at some level, reaching 65% of the national goal. If the remaining districts paid the minimum level of \$775, NACD would receive an additional \$693,625. If all districts paid at least the minimum each year, NACD would receive \$2,316,475, which is \$813,418 over what is currently paid. This would enable NACD to continue its current base services without financial stress, and allow for enhanced services such as the urban and community conservation strategy.

The Committee will evaluate the current payment trend of districts with urban and community conservation workloads, and develop an approach to encourage all of them

to pay at least the minimum. Subject to Executive Board approval, these additional quota payments will be allocated to the implementation of this strategy.

Conservation Districts' Contributions To U&C Endowment Fund

NACD will establish an endowment within The Conservation Foundation for the purpose of funding the Association's urban and community conservation services. The Committee will work with groups like the Presidents Association to develop and implement a campaign for encouraging districts and others to contribute to this fund.

Grants and Contribution Agreements

Working within NACD's process for grants and agreements, NACD staff and Committee members will seek grant opportunities through federal agencies, foundations, and corporations to help implement elements of this strategy. Grants will not be accepted for activities outside the goals of the strategy.

In-kind Services

The Committee will identify areas for in-kind services – time, equipment, etc.

PROPOSAL FOR IMPLEMENTATION

The Committee recognizes the list of actions is lengthy and overwhelming at first glance. The Committee proposes reviewing them annually with the Officers to identify current priorities and to determine how they fit into the NACD Strategic Plan and implementation efforts by Committee members, NACD staff, and other volunteers. The following schedule is offered as an initial guide for these discussions.

PHASE 1

PROGRAM	POLICY/LEGISLATIVE
Conduct inventory of district programs/service and	Identify and target specific districts for active
tools used in urban, community and coastal areas.	support in Conservation Technical Assistance, 2007 Farm Bill, and Urban and Community
	Forestry, and GLB Program for Sediment and
	Erosion Control initiatives.
	Elosion Control Illitiatives.
Develop material(s) describing district/ partner	Research and develop recommendations for Small
services for use by districts, including for new	Acreage Program.
landowners/small acreages.	
Work with NCDEA to organize annual training	Work with NRCS to include appropriate practices in
opportunities and schedule.	the FOTG.
Encourage districts to participate in the Community	
Wildfire Planning Process.	
Search for grant sources for specific actions in the	
strategy.	

PHASE 2

PROGRAM	POLICY/LEGISLATIVE
Develop web-based profiles of districts programs/services and funding for all resource areas.	Work with NRCS and others to develop reporting system.
Educate state associations and districts about using current tools (e.g. locally led process, planning initiatives, soil survey, etc) in urban, community and coastal areas.	Using materials developed in Phase 1, educate targeted federal agencies and national organizations about districts.
Continue to work with NCDEA to organize annual training opportunities.	

LONG-TERM

PROGRAM	POLICY/LEGISLATIVE	
Continue to develop web-based profiles and	Explore potential for a federal community	
resources.	conservation program.	
Continue to educate state associations and districts	Seek a federal assistance program component for	
about using current tools.	innovative initiatives by districts.	
Continue to work with NCDEA to organize annual	Seek to have districts recognized and specified in	
training opportunities.	various aspects of the Clean Water Act (eg 319,	
	604B, NPDES) during future reauthorizations.	

APPENDIX 1

NATIONAL ASSOCIATION OF CONSERVATION DISTRICTS URBAN, COMMUNITY AND COASTAL RESOURCES COMMITTEE 2006 COMMITTEE ROSTER

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Proposed Resolution National Urban, Community and Coastal Conservation Strategy (NACD Urban, Community and Coastal Resources Committee)

An increasing number of conservation districts throughout the United States and territories are facing issues relative to development, land conversion, agricultural interfaces and non-point source pollution. These issues are often grouped under the heading of urban conservation. Since 1979, NACD has maintained a standing policy committee relative to Urban, Community and Coastal Resource issues. In 2005, the officers and CEO of NACD charged the UCCR Committee with developing a national strategy to guide NACD involvement in urban and community conservation issues. The strategy has been developed as a complement to the NACD Strategic Plan and has been distributed to the NACD Board of Directors for review and comment.

The NACD Board hereby:

- 1) Approves the Urban and Community Conservation Strategy as a vision for the Association:
- 2) Directs the Officers and Committee to review the Strategy annually to establish current priorities and implementation efforts; and
- 3) Encourages the Officers and Committee to secure adequate resources in the NACD annual budget for implementation of the actions.

The Strategy was developed by the NACD Committee at the request of the NACD Officers and CEO. It contains recommended actions to be incorporated into the NACD Strategic Plan by NACD leadership working with the Committee. Staffing and funding would be identified through those discussions.