

AMC150

An Introduction for Volunteers



Agenda

- Updates to AMC Mission
 - Mission Statement
 - Vision Statement
 - Core Values
- AMC 150
 - Strategic Themes
- Volunteer Planning





Update to AMC Mission and Vision

AMC Mission & Vision



Mission

The mission of the Appalachian Mountain Club is to foster the protection, enjoyment and understanding of the outdoors.

Vision

We envision a world where being outdoors is an integral part of people's lives; where our natural resources are healthy, loved and protected.

AMC Core Values



Respect for people and nature



Lifelong Engagement



Prepared Leadership



Intrinsic Worth of the Outdoors



Fun



AMC 150

Strategic Themes

Vision 2020 – 5 Pillars

Conservation

Kids Outdoors

Learning &
Leadership

Diversity, Equity,
& Inclusion

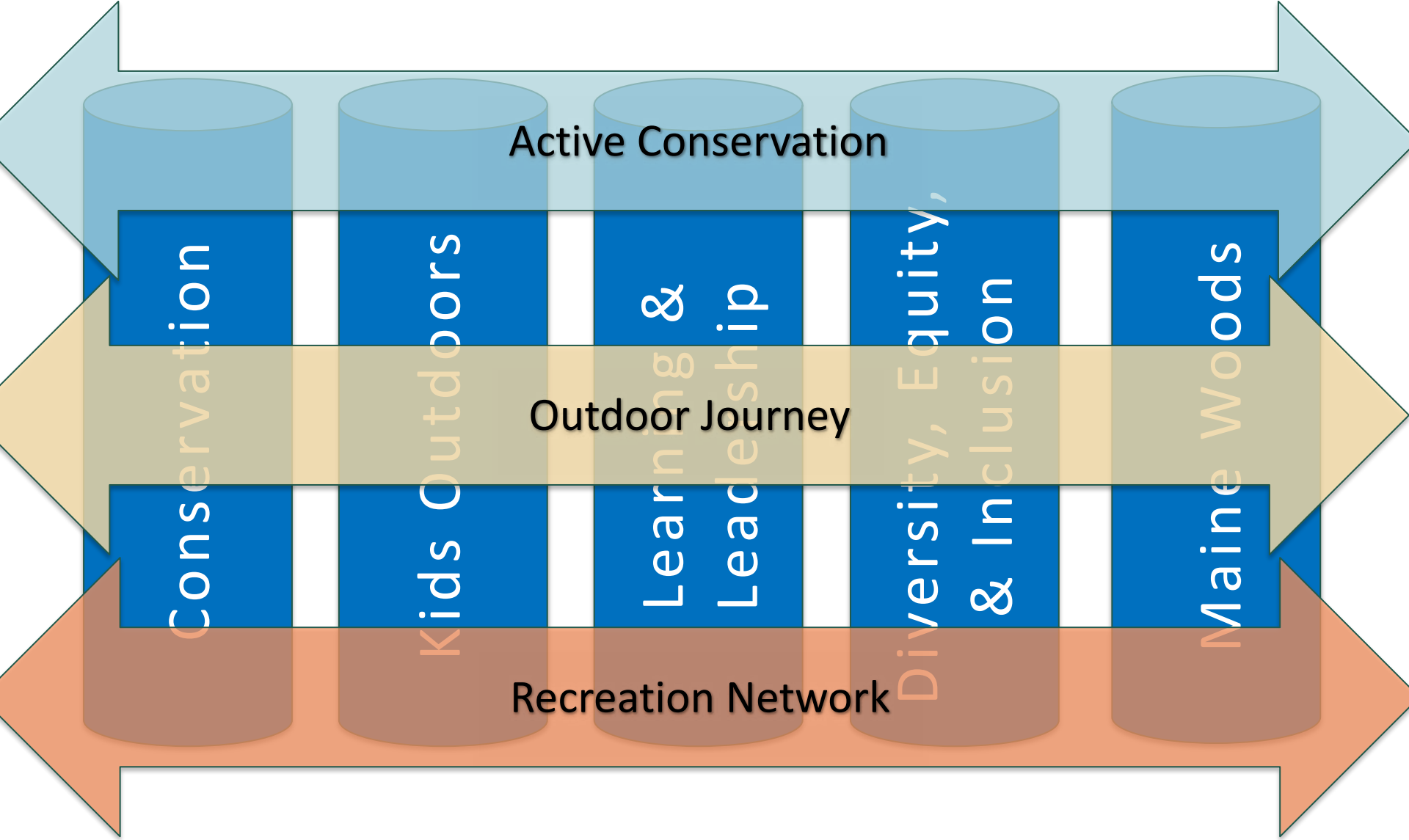
Maine Woods



A photograph of a woman and a young child in a dark canoe on a river. Both are wearing grey life jackets and winter clothing. The woman is in the back, smiling, and the child is in the front, looking towards the camera. The background consists of dense, brown, leafless trees. A semi-transparent white circle is overlaid on the left side of the image, containing text.

AMC Strategic Vision – AMC150

- Active Conservation
- Outdoor Journey
- Recreational Network



Active Conservation

Conservation

Kids Outdoors

Learning & Leadership

Diversity, Equity, & Inclusion

Maine Woods

Outdoor Journey

Recreation Network





Active Conservation

Active Conservation

Long Term Outcome

AMC is a recognized and impactful leader in science-based advocacy protecting land, trails, and water, promoting resiliency and natural climate change solutions, and setting the stage for net zero emissions by 2050 within AMC, the region, and the nation.

Goals (3 Year)

- Increase Community Engagement
 - AMC Citizen Science Programs
 - Conservation Action Network 25%
 - Expand Leave No Trace Activities
 - Create Guest Carbon Offset Program
- Meaningful progress in advocacy for funding and protection
 - Defend Clean Air Act
 - Secure Dedicated Funding for LWCF
- Climate Change Action
 - AMC net zero by 2050 with 35% reduction targeted for 2030.
 - Focus on energy development siting



Outdoor Journey

Outdoor Journey

Long Term Outcome

AMC offers a seamless life-long outdoor journey open to all encompassing outdoor fun, skills building, conservation learning and engagement, natural history, and leadership development involving thousands of members, volunteers, constituents, guests, and program participants.

Goals (3 Year)

- Diversity, Equity, and Inclusion values reflected and realized in AMC operations and activities.
 - Increase diversity of volunteer and staff communities
- Outdoor Journey (OJ) focuses on training, preparedness, and leadership development.
 - Unify brand identity for Outdoor Leadership Institute (OLI)
 - T3 (Train-the-Trainer) includes Youth Opportunities Program (YOP)
- Align AMC program offerings in support of seamless movement for participants along their Outdoor Journey whether led by staff or volunteers – Guided Outdoors.
- OutdoorsRx collaborate with Chapter led Family Outings to increase family friendly trips in urban areas.
- Develop credentialing for participants and volunteers supported in Salesforce



Recreational Network

Recreational Network

Long Term Outcome

Build and manage AMC outdoor destinations to achieve mission as the “go to place” for outdoor fun, nature exploration, experiential learning, and hospitality for all. Create a strong network of shorter and longer trail options in urban and rural areas. Continue to improve AMC as a great place to work, with strong staff & volunteer collaboration.

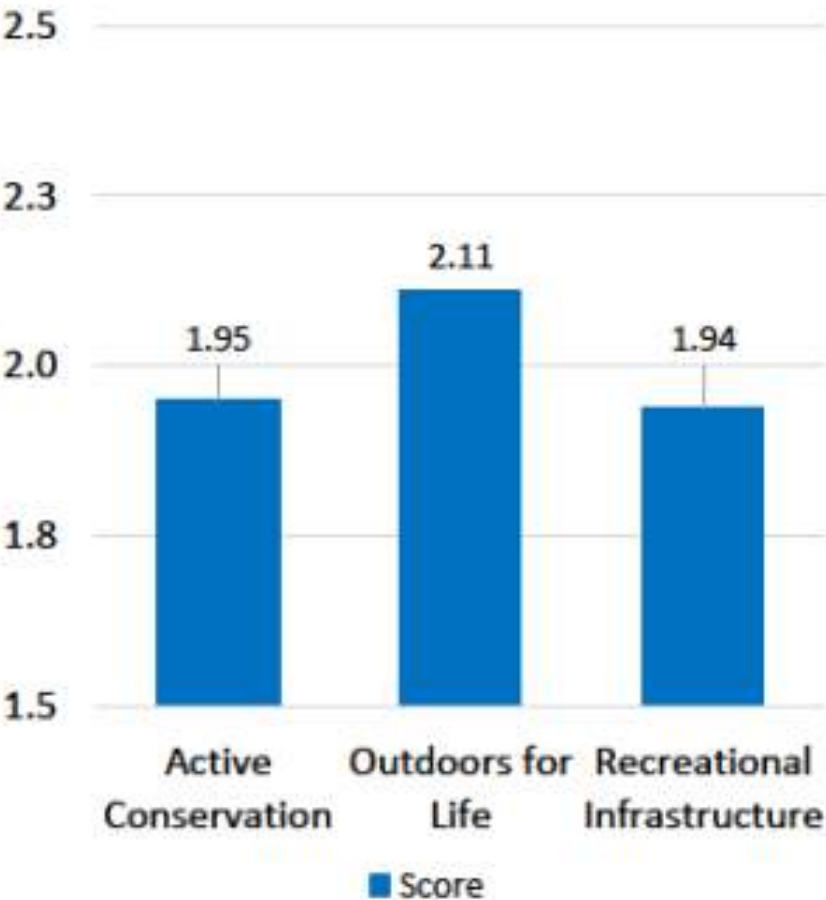
Goals (3 Year)

- Strong Trails Training and Leadership Model
- AMC trail networks are well supported with funding and volunteer community (Bay Circuit Trail, Pennsylvania Highlands Trail, Connecticut River Paddlers Trail, Adopter Program, Maine Woods, etc.)
- Diversity, Equity, and Inclusion values reflected and realized in AMC operations and activities.
 - Online tools open access to training and engagement with AMC including lodging at staff and volunteer managed locations
- Expanded presence in New York
 - Harriman-Sebago Outdoor Center



AMC150 and Volunteer Planning

Please rank, in order of priority, how the AMC150 strategic themes resonate with you



Strategy	Ranked		
	1st	2nd	3rd
Active Conservation	32.3%	30.5%	37.3%
Outdoors for Life	37.0%	37.4%	25.6%
Recreational Infrastructure	30.7%	32.2%	37.1%

Active Conservation Addressing climate change; Advocacy, stewardship and coalition leadership; Research and science; Regional differentiation

Outdoors for Life Experiences for lifelong fun & preparedness; Purposeful engagement through volunteerism; Engaging the next generation; Organizational sustainability

Recreational Infrastructure World-class learning & leadership; Facilities/Trails/Avenues; Urban centers; Better integration of all aspects of AMC programs



In order to realize our AMC150 vision, AMC will need to pursue a variety of efforts across our three strategic themes. Please indicate which of the following high-level strategies you believe will best support all three of the AMC150 themes

