



STRATEGIC PLAN

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2020 - 2021

A blue-tinted background image showing a person's face in the upper left and a large fish being held in the lower right. The person is looking towards the camera with a slight smile. The fish is a large, silvery fish, possibly a bass, held horizontally across the bottom half of the frame.

MISSION

Conserve, protect and enhance Kentucky's fish and wildlife resources and provide outstanding opportunities for fishing, hunting, trapping, boating, shooting sports, wildlife viewing, and related activities

VALUES

Science-based and responsible resource conservation

Kentucky's legacy of fish and wildlife recreation

Public engagement and Commission representation

Partnerships for conservation success

Public service, accountability and transparency

Dedicated staff as a cornerstone of the agency



VISION

*Healthy and diverse fish and wildlife populations
and habitats that are valued and enjoyed by current
and future generations*





GOALS

1 *Manage for sustainable fish and wildlife populations and habitats*

- ❖ **Expand the use of 'active management'** conservation practices on selected lands and waters
- ❖ **Expand research** on species and habitat management efforts statewide
- ❖ **Evaluate native fisheries species** restoration efforts
- ❖ **Expand reservoir habitat initiatives**
- ❖ **Carefully prioritize projects**, evaluate effectiveness, and adaptively manage agency Wildlife Management Areas (WMAs)
- ❖ **Identify critical needs** for enhancing Kentucky Wild species diversity consistent with the State Wildlife Action Plan
- ❖ **Improve facilities** at fish hatcheries and WMAs to allow staff to better manage fish and wildlife populations
- ❖ **Revise and update** species management plans

2 *Increase opportunities for and participation in fish and wildlife recreation*

- ❖ **Increase and promote boating and fishing opportunities** on underutilized waters
 - ❖ **Expand our management efforts on public land** in partnership with federal agencies and private landowners
 - ❖ **Enhance agency effectiveness** by implementing the Recruitment, Retention and Reactivation (R3) plan for Kentucky
 - ❖ **Improve mentor, coach and instructor development** to strengthen R3 efforts
 - ❖ **Improve access to quality areas** for hunting, fishing and other wildlife related recreation
 - ❖ **Develop new public facilities** that provide additional hunting, fishing, and recreational shooting opportunities
 - ❖ **Evaluate and improve all aspects of the customer experience**
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3 *Increase public awareness, engagement and partnerships*

- ❖ **Increase transparency** of management and finances
- ❖ **Expand participation in Kentucky Wild** and opportunities for other wildlife-related activities
- ❖ **Broaden and strengthen project management collaboration** with governmental, private and corporate partnerships on public and private lands
- ❖ **Grow our base** by expanding our education and outreach approach to reflect a changing society
- ❖ **Continue to develop and expand agency sponsorship programs**
- ❖ **Develop and implement a comprehensive communications strategy**
- ❖ **Enhance the Department's ability to facilitate and quantify public input** when making management decisions

4 *Enhance the department's responsiveness and effectiveness*

- ❖ **Provide effective employee management** and a positive work environment
- ❖ **Enhance recruitment** to ensure a diverse, inclusive, well-suited workforce that relates to all customers
- ❖ **Offer opportunities for professional development** to ensure operational effectiveness
- ❖ **Enhance efficiency of administrative operations** and optimize organizational structure
- ❖ **Improve private lands, water conservation, and stream and wetland restoration programs**



5 *Protect Kentucky's fish and wildlife resources and promote user safety*

- ❖ **Control, reduce and eradicate invasive species**
- ❖ **Increase public safety** for hunting, fishing, boating and recreational shooting
- ❖ **Protect fish and wildlife** resources through increased regulation compliance
- ❖ **Provide professional law enforcement** services to the Commonwealth through mission-focused policing
- ❖ **Promulgate clear and concise fish and wildlife regulations** for anglers, hunters, trappers and boaters
- ❖ **Enact proactive measures** in response to existing and emerging fish and wildlife health threats
- ❖ **Promote safe and enjoyable experiences** for all recreational boaters

