



FLORIDA  
**Wildflower**  
FOUNDATION

## **Strategic Framework**

**Adopted Dec. 21, 2023**

## **Vision**

Wildflowers are recognized as essential to Florida's ecological health, economy and natural beauty.

## **Mission**

The Florida Wildflower Foundation protects, connects and expands native wildflower habitats through education, planting, conservation and research.

## **Values**

- |                       |   |
|-----------------------|---|
| <b>Sustainable</b>    | We work toward lasting and long-term solutions.   |
| <b>Diverse</b>        | We believe a diverse system, whether people or plants, is always stronger and more resilient. |
| <b>Science-driven</b> | We pursue, share and base our work on rigorous learning and research.                         |
| <b>Accessible</b>     | We share information and educate in friendly, relevant and compelling ways.                   |
| <b>Collaborative</b>  | We achieve more working with others.  |

## Summary of Strategic Priorities

### Roadside program

- Assess program and resolution processes and efficacy
- Develop an expansion plan with priority areas and timeline
- Refocus regional liaison job responsibilities

### Habitat networks

- Create statewide plan for garden locations
- Assess and refine planting and planting grant programs
- Plant and support demonstration gardens statewide

### Native seed and plant research

- Support growers
- Support research of seed and plant sustainability

### Relationships and partnerships

- Explore areas of common interest and possible coordinated actions with mission-aligned organizations

### Communications

- Develop a communications plan to coordinate and expand education and outreach via relevant communication channels, online and offline.
- Ensure our digital platforms are accessible and welcoming to diverse visitors, and support the extensive knowledge base we already provide
- Help inspire a movement that influences lifestyle shifts to more naturalistic landscape management practices.
- Develop new publications to support internal programs and fill knowledge gaps.

Florida Wildflower Foundation Strategic Framework  
2023

## Implementation Timeline

	Jul-Dec 2023	Jan-Jun 2024	Jul-Dec 2024	Jan-Jun 2025	Jul-Dec 2025	Jan-Jun 2026	Jul-Dec 2026
<b>Roadside program</b>							
Assess program and resolution processes and efficacy		<>					
Develop expansion plan with priority areas and timeline				<>			
Refocus regional liaison job responsibilities		<>					
<b>Habitat networks</b>							
Assess and refine planting grant programs	<>						
Create statewide plan for garden locations			<>				
Plant and support demonstration gardens statewide				<>			
<b>Native seed and plant research</b>							
Support growers		<>					
Support research of native seed and plant sustainability			<>				
<b>Relationships and partnerships</b>							
Explore areas of common interest and possible coordinated actions with mission-aligned organizations	<>		<>		<>		<>
<b>Communications</b>							
Develop a communications plan to coordinate and expand education and outreach via relevant communication channels, online and offline.		<>					
Ensure our digital platforms are accessible and welcoming to diverse visitors, and support the extensive knowledge base we already provide							
Help inspire a movement that influences lifestyle shifts to more natural landscape management practices.			<>		<>		
Develop new publications to support internal programs and fill knowledge gaps.		<>		<>		<>	

No action	Planning	Ongoing Work	Intense Work	<> Decision point
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## Strategic Priorities with Notes

### Roadside program

- Assess program and resolution processes and efficacy
  - o Review resolution process and its impact/necessity on roadside program
    - Is this still relevant?
    - How do we manage over time?
  - o Refine public engagement methods and volunteer involvement/needs
  - o Prioritize county public works depts as key partners
  - o Continue supporting FDOT where productive without expectation of reciprocal support
    - Determine path for sunseting FDOT wildflower program web pages
- Develop expansion plan with priority areas and timeline
  - o FDOT districts may be useful boundaries or we can reconsider. There is, at a minimum, Panhandle, North Florida, Central Florida, Southeast Florida, Southwest Florida.
- Refocus regional liaison job responsibilities (rename "regional coordinators")
  - o Link coordinators to statewide map and location prioritization
  - o Link coordinators to FWF demonstration gardens

### Habitat networks

This goal supports education, inspiration and on-going research into sustainable practices.

- Create statewide plan for garden locations
  - o Map existing Viva Florida and other FWF-supported gardens
  - o Identify habitat network gaps
  - o Develop plans for targeting geographic areas that may be lacking habitat gardens
  - o Refocus marketing away from "pollinator pathways" and "urban corridors" to "habitat networks," which includes but is not limited to public native plant demonstration gardens, naturally occurring native roadside wildflowers, and residential and municipal landscapes that utilize native plants.
  - o Develop public education/outreach materials that include definitions, explanation of need, and "how-to" information.
- Assess and refine planting and planting grant programs
  - o Link priority locations to statewide map and identify high-visibility and ecologically high-impact opportunities
  - o Refresh grant criteria to include characteristics of successful projects and the possibility of multi-year funding with second application that demonstrates past success
  - o Develop guidelines and/or provide support for garden maintenance
  - o Consider the use of awards as proxy measures for success
    - Open up applications for awards where there is an incentive to report success
- Plant and support demonstration gardens statewide
  - o Urban native plant gardens would be part of the larger state plan and network
  - o The availability of partners is a key criterion in prioritizing where to plant
  - o Strategically locate demonstration gardens across the state:
    - Demonstration gardens should be within ## hours/miles of anywhere in the state, and within each district
  - o Demonstration gardens should be open to the public and very accessible to a diverse audience, especially those who may not be long-term supporters.

- Develop regionally specific "how to" guides related to these Support learning for the business of native wildflowers
  - Hire & learn from experts.
  - Partner with nurseries.
  - Make the gardens available for native wildflower training for landscapers.

### **Native seed and plant research**

- Support growers
  - Explore development of a native seed strategy
    - Organize and advocate for seed collection program (See Appendix A: Florida Native Seed Partnership Model)
    - Work with private and nonprofit landowners to gain access for growers
    - Advocate and develop an agreement to gain access to seeds on public lands
    - Milkweed program may be a good pilot, but clear parameters and goals are needed
    - This work may be done in conjunction with mission-aligned organizations.
  - Consider developing sustainable business program for growers
    - This may include education and/or loans?
    - Evaluate becoming a "purchaser of last resort" for growers and then distributing purchased seed
- Support research of seed sustainability
  - Conduct literature review to assess what is known and what the knowledge gaps are
    - Ensure existing literature is catalogued to ensure long-term access
  - Hire research associate to coordinate and support further research
    - Develop a position description and desired outcomes
  - Continue to fund and direct, rather than conduct, research

### **Relationships and partnerships**

- Explore areas of common interest and possible coordinated actions
  - Tropical milkweed may be a good initial common ground interest/opportunity
  - Consider re-establishment of Native Plant Partnership
  - Actions may include but are not limited to advocacy, joint programs, joint communications, and meeting on a regular basis to understand what everyone is working on
  - The desired outcome of this goal is a better common understanding, deeper relationships and the exploration of partnered projects/programs.
  - These organizations include but are not limited to FNPS, FANN, Native Plant Horticulture Foundation, Florida Wildlife Corridor, etc.

### **Continue to strengthen digital presence**

- Develop a communications plan to coordinate and expand education and outreach via relevant communication channels, online and offline.
  - This will include plans for the Foundation's 25<sup>th</sup> anniversary celebration and internal communications to document and share organizational knowledge.
- Ensure our digital platforms are accessible and welcoming to diverse visitors, and support the extensive knowledge base we already provide
  - Consider adding regional "packages," e.g., possible specific plant combinations
- Help inspire a movement that influences lifestyle shifts to more naturalistic landscape management practices

- Explore communication methods that are known to influence behavior change
  - Explore potential partnerships with influencers
  - Explore podcasts that may address ongoing knowledge and/or history of the Foundation and native plants. Formats may include interviews with experts.
- Develop new publications/resources to support internal programs and fill knowledge gaps.
  - Resources may include but are not limited to habitat-specific and/or regionally specific planting guides; habitat network package (see above); other educational materials as needed