

Mazamas2020

The Mazamas are embarking on a new vision for our future. It's BIG. It's BOLD. It's

Mazamas2020.

The world of outdoor recreation is rapidly changing. There are more people getting outdoors. There are increased threats to our wild places. And there are barriers for many of our youth to take advantage of outdoor recreation opportunities. **The Mazamas is uniquely poised to take on these challenges and make a lasting difference for our community.**

Throughout 2017 the Mazamas leadership team surveyed our membership, the community, and hosted listening sessions with key volunteers within our organization. **Mazamas2020** is the result of that work.

Mazamas2020 focuses on five core initiatives: Education, Activities & Events, Stewardship & Advocacy, Youth & Community Outreach, and Culture & Information. Each of these five core initiatives consist of a goal statement and strategies to support that goal.

Over the next few months you'll see additional details about Mazamas2020—in this magazine, on the Mazama website, and through our weekly e-news. We are excited to begin this work, and to engage all of you in accomplishing these important goals.

EDUCATION 1

GOAL

Modernize and expand the Mazamas outdoor education programs to be scalable and relevant to our broader community, always inspired by mountaineering and rooted in our values.

STRATEGIES

Stabilize and maintain the capacity of traditional Mazama education programs while enhancing program quality and safety. 1

Support and directly participate in efforts to create unified national standards for outdoor education and outdoor leadership. 2

Design and build the future of Mazama education programs to be values based, modern, scalable, and relevant to our broader community. 3

ACTIVITIES & EVENTS 2

GOAL

Expand the capacity of the Mazamas activity programs and events to create more shared experiences and opportunities in the outdoors, and to inspire and unite our community.

STRATEGIES

Support and expand traditional Mazama activity programs to create equitable and inclusive experiences in the outdoors for everyone each year. 1

Pilot and scale alternate program models for activities to add capacity where traditional programs do not meet community or market demand. 2

Host community social events to support existing members and to invite and engage our broader community. 3

STEWARDSHIP & ADVOCACY 3

GOAL

Lead our state and region in advocating for the benefits and interests of responsible outdoor recreation, and strongly support the stewardship and conservation of our public lands.

STRATEGIES

Support and engage in outdoor recreation and conservation policy work at the national, regional, and local level. 1

Lead efforts to make Oregon a national leader in supporting and advocating for the importance, benefits, and interests of outdoor recreation and our public lands. 2

Support our partners in creating sustainable stewardship programs in our state and region to develop and maintain the Pacific Northwest's outdoor recreation infrastructure. 3

YOUTH & COMMUNITY OUTREACH 4

GOAL

Lead our state and region in transforming our youth and community members into engaged outdoor citizens, advocates, and educators through values based programming.

STRATEGIES

Stabilize and expand the Mazamas outdoor school programming in partnership with state and regional partners. 1

Develop inclusive local youth, community, and business outreach programs that engage and support families and our broader community. 2

Research and develop pilot programs to increase the accessibility and relevance of Mazama programs for diverse and under-resourced communities. 3

CULTURE & INFORMATION 5

GOAL

Lead the preservation and promotion of Pacific Northwest mountain culture and widely share the story of the Mazamas.

STRATEGIES

Expand and maintain our Library and Historical Collections with a focus on protecting and sharing the story of the Mazamas and the mountains of the Pacific Northwest. 1

Invest in marketing and outreach efforts to build awareness, accessibility, and support for the Mazamas and to promote Pacific Northwest mountain culture. 2

Leverage and enhance the Mazamas information technology infrastructure to advance Mazama programs, improve operational effectiveness, and expand communications. 3