



STRATEGIC PLAN

FISCAL YEARS 2014 – 2017

IOWA DNR MISSION: To conserve and enhance our natural resources in cooperation with individuals and organizations to improve the quality of life in Iowa and ensure a legacy for future generations.

IOWA DNR VISION: Leading Iowans in caring for our natural resources

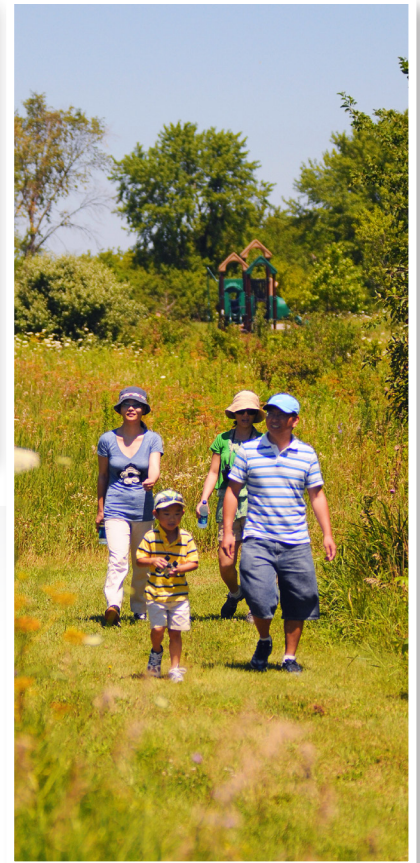


The work of the Iowa Department of Natural Resources touches the lives of nearly every Iowan. From managing fish and wildlife programs and ensuring the health of Iowa's forests and prairies, to providing recreational opportunities in Iowa's state parks and management areas to implementing state and federal laws that protect air, land and water, the DNR encourages the enjoyment and stewardship of Iowa's natural resources by all of our citizens. The Iowa Department of Natural Resources Strategic Plan reflects the Governor's Goals for Iowa and how the DNR contributes to those goals.

GOAL: IOWA WILL HAVE A HEALTHY AND SAFE ENVIRONMENT FOR WORK AND PLAY.

- Ensure the effectiveness of air, water and land quality programs by ensuring program requirements are easy to understand and implement, permits issued in a timely manner, and programs are implemented consistent with state and federal laws.
- Make Iowa a preferred place to do business through expanded Business Regulatory Assistance and consistent and fair treatment of the regulated community.
- Increase technical assistance available in an effort to coach the regulated community for compliance and build stewardship of Iowa's natural resources.
- Expand existing collaborative efforts with our stakeholder groups to engage them on DNR's implementation of administrative rules and fees structures.





GOAL: IOWANS WILL CONNECT WITH NATURE.

- Provide safe, high-quality recreational opportunities across the state in an effort to contribute to the high standard of living in Iowa.
- Foster economic development through nature-based activities.
- Actively recruit new license buyers and work to retain existing license buyers.
- Build environmental and natural resource awareness and responsibility among Iowans through improved and enhanced conservation outreach and participation programs.
- Actively manage DNR properties to restore, enhance, conserve, and protect Iowa's natural resources, encourage public access, and promote education about Iowa's outdoor resources.
- Ensure that DNR regulations and license requirements are accessible to and easy to understand by our constituents.
- Build and expand partnerships with conservation groups and organizations to provide improved access to natural areas and engage more Iowans with Iowa's outdoor resources.

GOAL: THE DNR CONTINUALLY STRIVES TO IMPROVE ORGANIZATIONAL PERFORMANCE.

- Strengthen the DNR's financial health by focusing available resources on priority areas.
- Ensure grants awarded by the DNR align with DNR priorities.
- Hire, retain and support a diverse and highly skilled workforce.
- Ensure all employees receive adequate safety training, are accountable, use agency resources effectively and efficiently, and perform in the public interest.
- Improve IT functionality for DNR staff in all statewide offices.
- Continuously review DNR's regulatory framework to ensure conformance with statutory law and to evaluate the effectiveness of the rules in implementing those statutes.

