

**AGENCY PERFORMANCE PLAN  
FY 2022**

<b>Name of Agency: Iowa Department of Natural Resources</b>				
<b>Agency 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.</b>				
<b>Core Function</b>	<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Prior Year Actual</b>	<b>Agency Strategic Plan goals (SP) or Governor's Priorities (GP) linked to measure</b>
<b>CF: Serve Iowans and the Environment</b>				<b>Overall SP Goal 1</b>
<b>Desired Outcome(s):</b>				
<b>Hire a diverse and highly-skilled workforce and ensure employees' success by providing training, necessary equipment and investing in evolving technology.</b>				
<b>Utilize feedback given by customers to improve services.</b>				
<b>Expand existing collaborative efforts with stakeholders.</b>				
<b>Services, Products, Activities</b>	<b>Performance Measures</b>	<b>Performance Target</b>	<b>Prior Year Actual</b>	<b>Strategies/Recommended Actions</b>
<b>1. Website/Webmaster</b>	Average number of unique visitors to the DNR website per month.	250,000	315,000	
<b>2. Phone Center</b>	Number of public telephone inquiries answered by DNR CESB.	50,000	51,500	
<b>3. Social Media</b>	Connect Iowans with Iowa's great outdoors through the DNR's many social media platforms via responding to questions from the public.	6,500	7,500	
<b>4. Iowa Outdoors Magazine</b>	Connect Iowans with Iowa's great outdoors through subscriptions to the DNR's Iowa Outdoors magazine. Annual subscription base	38,000	40,000	
<b>5. LEAN events</b>	Innovate and adapt to change through the use of continuous improvement process.	10	13	
<b>6. Stakeholder meetings</b>	Participate or conduct stakeholder meetings on a variety of topics of which are pertinent to DNR issues.	20	N/A	
<b>7. Hiring</b>	Facilitate hiring of vacant and new	75	92	

	positions within the Department to fulfill a diverse and highly-skilled workforce.			
<b>Core Function</b>	<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Prior Year Actual</b>	<b>Agency Strategic Plan goals (SP) or Governor's Priorities (GP) linked to measure</b>
<b>Connect lowans with nature and have a healthy &amp; safe environment for work and play</b>				<b>Overall SP Goal 2</b>
<b>Desired Outcome(s):</b>				
<b>Develop and implement accessible and informative environmental and natural resource programs to encourage conservation and promote recreation (R3)</b>				
<b>All lowans will have access to open spaces (ADA accessible), know where to find them and what they have to offer.</b>				
<b>Increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.</b>				
<b>Services, Products, Activities</b>	<b>Performance Measures</b>	<b>Performance Target</b>	<b>Prior Year Actual</b>	<b>Strategies/Recommended Actions</b>
<b>1. Licensing</b>	Hunting licenses sold Fishing licenses sold	578,000 448,000	610,775 518,000	**These are on CY not FY** **CY20 was abnormal with Covid**
<b>2. R3 Efforts</b>	Number of students exposed to shooting sports through in-school (day) programs.	50,000	31,000	
<b>3. R3 Efforts</b>	Number of new schools participating in a competitive shooting sports league.	15	10	
<b>4. Marketing/Outreach</b>	Provide outreach via marketing campaigns to deliver messaging, branding and calls to action for certain DNR related programs/outreach. Some campaigns should have direct correlation to increase in license sales or increased awareness or revenue in other areas.	2	N/A	
<b>5. Hunter Safety</b>	Number of Hunter Safety Students certified per year.	10,000	9,767	
<b>6. Law Enforcement</b>	Rate of compliance with hunting	95%	95%	

