

**“We conserve water and wildlife resources forever  
through the preservation of open land.”**

The Frontera Land Alliance (Frontera) is valued as a leader in environmental stewardship, is non-partisan, and due to these two factors has become a “go to” organization. Frontera’s focus on preservation of natural resources and the commitment of the Board of Directors for open space and assets are the key. In addition, Frontera is proud, ethical, and a nationally-accredited land trust.

Frontera, a non-profit 501c3 organization, began in 2004 when community members realized there was an urgent need to preserve the most important remaining natural and working lands in the greater El Paso and southern New Mexico region. Frontera has developed the knowledge and expertise to provide guidance to land owners wanting to maintain the character of their land. Frontera serves the counties of El Paso, Hudspeth, and Culberson (in Texas), and Dona Ana and Otero (in New Mexico). Frontera works with government, non-government and private land owners to preserve their land with conservation easements. A conservation easement is a legal agreement between a landowner and a land trust that allows landowners to retain ownership of their land, while permanently protecting the property’s conservation values.

Having invested in a formal strategic thinking and planning process, the Frontera Board of Directors learned that their weaknesses ranged from mission creep, being mislabeled and needing to prove relevancy for our existence in the region. On the other hand the strengths that surfaced include Frontera as a creditable organization with consistent focus and recognized expertise. To grow and be successful, Frontera needs to secure stable funding, continuing to grow partnerships and increase land preservation deals while working with public and private sectors alike.

To achieve these goals, Frontera will focus on the following strategic initiatives over the next five years.

**Marketing and Communication Strategic Initiatives**

1. Hosting conservation workshops and promoting conservation agreements in southern NM and west TX
2. Implementing a leadership presence through creating the Champion and Legacy groups
3. Partnering with other programs, funding sources and organizations focused on saving lands
4. Connecting people owning land, that is currently vacant, to those that want to farm or ranch that may eventually lead to conservation agreements
5. Creating a strong volunteer program and improving communication via social media
6. Building and strengthening partnerships

**Organizational Strategic Initiatives**

1. Growing contacts with landowners that own open spaces, ranches and farms
2. Expanding the Board of Directors members with new talent, skills, and increased engagement
3. Completing an annual Board self-assessment report which includes review of engagement, attendance, and funding
4. Increasing cultivation, strengthening funding and providing more detailed finance reports

## Resource Management Strategic Initiatives

1. Increasing land-deal activity
2. Ensuring Frontera has the capacity it needs to be a success
3. Investigating new sources of support: skills, time, and funding
4. Implementing the Frontera strategic plan
5. Increasing the board and staff engagement in the community

Frontera's core values are what drive the organization! We believe that education builds awareness resulting in smarter choices regarding the protection and conservation of our natural resources. We significantly impact the region's quality of life and contribute to the community's health.

The region needs to strategically keep valuable open space for the natural habitat and beauty it provides its community and its visitors. Our environment creates a unique identity and a sense of place for our region. By investing in conservation it is also an investment in the local economy and our quality of life. Community stakeholders need to think ahead to avoid poorly-planned development such as identifying wildlife corridors, recreation trails, arroyos that take the rainwater from higher elevations on down to the Rio Grande, to farm and ranch corridors.

All citizens have a shared responsibility to protect their natural world: to use what is needed, make smarter choices, and pass onto future generations the beauty, wildlife, water and natural resources existing today.  
*Together we can make this happen!*

