

Measures of Success

This section presents the roadmap to accomplishing objectives in support of the six goals outlined above. This roadmap is organized first by the three Strategic Investments: (1) Programmatic Areas of Focus, (2) People and (3) Infrastructure. For each of the three strategic investments, there are relevant Objectives and Actions, an identification of which Strategic Goals are satisfied by a particular action, and finally a Key Performance Indicator (KPI). A KPI is a measurable value that demonstrates how effectively VESR is achieving the progress towards achieving the goals and strategic investments.



Strategic Investment 1: Programmatic Areas of Focus

Objective	Action	Goal(s)	KPI
Build a Vibrant Research Community at SNARL to serve as a regional center of expertise on Sierra Nevada and Great Basin Ecosystems	Increase opportunities for connecting research and outreach: <ul style="list-style-type: none"> • Sponsor people: post-doctoral fellows, visiting scholars, K-12 teachers, graduate students (via fellowships), undergraduate students (via internships), high school students (via internships), artists in residence, citizen scientists, science ambassadors • Facilitate science-based, policy relevant workshops • Develop an annual symposium to foster regional interactions 	1,2,3,4,5	<ul style="list-style-type: none"> • Increased reserve use • Increase in “resident researchers” • Increased fundraising capacity • Increased number of publications • Increase in public awareness of important regional scientific issues • Increased collaboration with local agencies and science groups
Establish and implement a robust data management plan for VESR	<ul style="list-style-type: none"> • Document and archive existing datasets • Create web-based portal and map-based interface • Encourage new users to use and build on existing information 	1,2,3,5	<ul style="list-style-type: none"> • Increased use of VESR datasets • Increased university use of VESR resources • Increased public use of VESR resources • Increase in long term datasets and utilization of these datasets by researchers
Program evaluation – ensure that outreach programs align with needs of community	<ul style="list-style-type: none"> • Work with an experienced educational evaluator to evaluate outreach programs • Develop evaluation methodologies that can be implemented for repeated assessment of VESR programs over time • Create training opportunities for graduate students, K-12 teachers, and researchers through outreach program evaluation and curriculum development 	3,4	<ul style="list-style-type: none"> • Improved student knowledge, attitudes and behaviors • Increased support for education programs • Engagement with a more diverse community of users

Strategic Investment 2: People

Objective	Action	Goal(s)	KPI
Attain adequate staffing to maintain the lands, facilities and programs at VESR	<ul style="list-style-type: none"> • Support facilities and operations by increasing steward staff • Expand education and outreach programs by increasing education and communications staff • Establish and implement data management plan by hiring an information manager 	1,2,3	<ul style="list-style-type: none"> • Increased reserve use • Increased user experience • Increased operational efficiency • Increased use of VESR datasets • Engagement with a more diverse community of users
Increase diversity of reserve users, visitors and staff	<ul style="list-style-type: none"> • Assess VESR user demographics • Publicize and promote opportunities for reserve use across underrepresented communities • Recruit potential students and researchers from diverse populations through opportunities provided at VESR or through partnerships with various organizations 	2,3,4	<ul style="list-style-type: none"> • Increased reserve use • Engagement with a more diverse community of users • Increase in student use of reserves • Increased collaborations with regional organizations with shared vision for diversity and inclusion objectives
Build Community – create and enhance interactions and opportunities	<ul style="list-style-type: none"> • Grow and strengthen our volunteer corps • Foster a respectful, safe and inclusive environment for all 	1,2,3,4	<ul style="list-style-type: none"> • Increased reserve use • Increased user experience • Increased operational efficiency • Engagement with a more diverse community of users

Strategic Investment 3: Infrastructure

Objective	Action	Goal(s)	KPI
Enhancement of Research Support Infrastructure	Perform needed repairs, upgrades and add additional facilities in the following areas: <ul style="list-style-type: none"> • Researcher housing • Housing for university classes • Researcher office, meeting and common spaces • Experimental Stream channels • Stream Control Structures • Wet lab • Technology and sensor networks 	1,2,6	<ul style="list-style-type: none"> • Increased reserve use • Shift in reserve user group types • Increased user experience • Increased operational efficiency • Engagement with a more diverse community of users • Increase in “resident researchers” • Increased number of publications
Enhancement of Education and Outreach Infrastructure	Perform needed repairs, upgrades and add additional facilities in the following areas: <ul style="list-style-type: none"> • Facilities to support OSEP program at SNARL • Improvement of interpretive trails at Valentine and SNARL 	2,3,5,6	<ul style="list-style-type: none"> • Increased reserve use • Increased user experience • Increase in the quality and impact of the education programs
Enhancement to the field station infrastructure at Valentine Camp	<ul style="list-style-type: none"> • Upgrade antiquated water system • Improve internet and network capabilities • Repair and or replace degraded utilities (electric, plumbing) in cabins • Repair cabin structures (roofs, chinking, floors) 	1,2,3,5,6	<ul style="list-style-type: none"> • Increased reserve use • Increased user experience • Increased operational efficiency • Increase in “resident researchers” • Increased number of publications
Improve safety and security	<ul style="list-style-type: none"> • Fuels reduction (forest thinning, defensible space, weed removal) • Repair and replacement of fences and gates 	5,6	<ul style="list-style-type: none"> • Improved relationship of reserve with local community • Increased safety for reserve users • Reduced fire risk