

Starting Slowly

Goals & Objectives

TEXAS

PARKS &

WILDLIFE

Richard Heilbrun



Vision for the Ranch

What are your current goals?

What do you want in 5 years?

20 years?

100 years?



The time frame of your goals will
determine your intensity

Do you want to turn this:



Into this?



What is a Wildlife Management Goal?

Broad statement of what you hope to accomplish

Cannot be quantified

Provides direction to YOU

Frames your program



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Goals must provide direction

Examples of Ranch Goals

“Keep the ranch in the family”

“Provide recreation for my family”

“Enhance the quality of hunting and fishing”

“Teach my grandchildren about the outdoors”

“Preserve the view from the back porch”

What is not an effective goal?

“Provide supplemental food”

“Supplemental food, supplemental water,
and erosion”



Examples of Wildlife Goals

“Improve the habitat for _____”

“Restore the habitat to its natural state”

“Improve the water sources on the ranch”

“Manage for native wildlife”

Sacred Cows

“I’m keeping my cows”

“Protect the Wedding Tree”

“Keep Cedar from taking over”

“Remove the browse line”

Vision for the Ranch

What are your current goals?

What do you want in 5 years?

20 years?

100 years?



The time frame of your goals will
determine your intensity

Do you want to turn this:



Into this?



Do you want to fix this?



Do you want to see more of this?



Or this?



Or this?



Do you want to shift income sources?



So how do you get there?

Talk to the experts

Range specialist

Wildlife Biologist

Experienced Birder



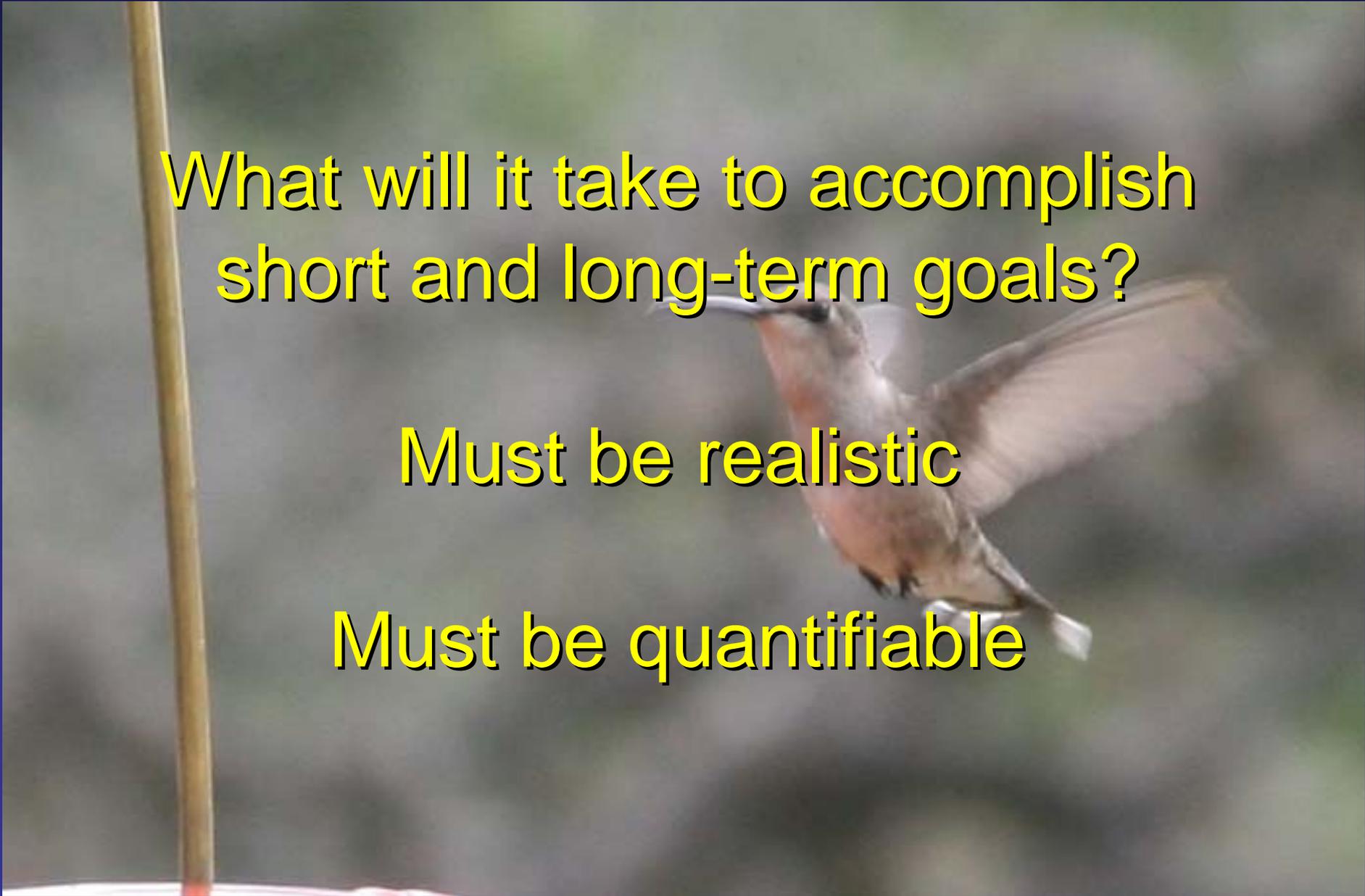
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Objectives for the Ranch

What will it take to accomplish short and long-term goals?

Must be realistic

Must be quantifiable



Objectives must be quantifiable

Examples of Objectives

“Increase the diversity of songbirds”

“Eliminate 10% of the Cedar breaks each year”

“Remove the prickly pear in Management Unit 4”

“Create a plant list for the property”

“Harvest X trophy buck each year”

(Trophy buck is ____ yrs old, ____ inches)

Examples of Objectives

“Conduct a baseline inventory for the ranch”

“Create a prescribed burn plan for the ranch.”

“Install 3 stock tanks and 2 small game guzzlers”

“Create infrastructure for nature tourism business”

“Establish habitat for at least ____ quail coveys”

Examples of Objectives

“Remove _____ exotic species

Fireants

Chinese Tallow

Chinaberry

“Trap brown-headed cowbirds to increase songbird nest success”

Examples of Objectives

“Maintain a checklist of wintering birds”

“Harvest bucks at mature age classes only”

“Plant effective food plots for mourning
dove”

What do you do with Objectives?

Evaluate every 1-5 years

Don't change them every year

If your approach didn't work, change your methods

What is not an effective objective?

“Remove predators”

“Harvest 4 deer each year”

“To observe more wild turkeys on the ranch”

“Wildlife survey, predator control, new fence”



Evaluate Your Successes and Failures (Look Backwards)

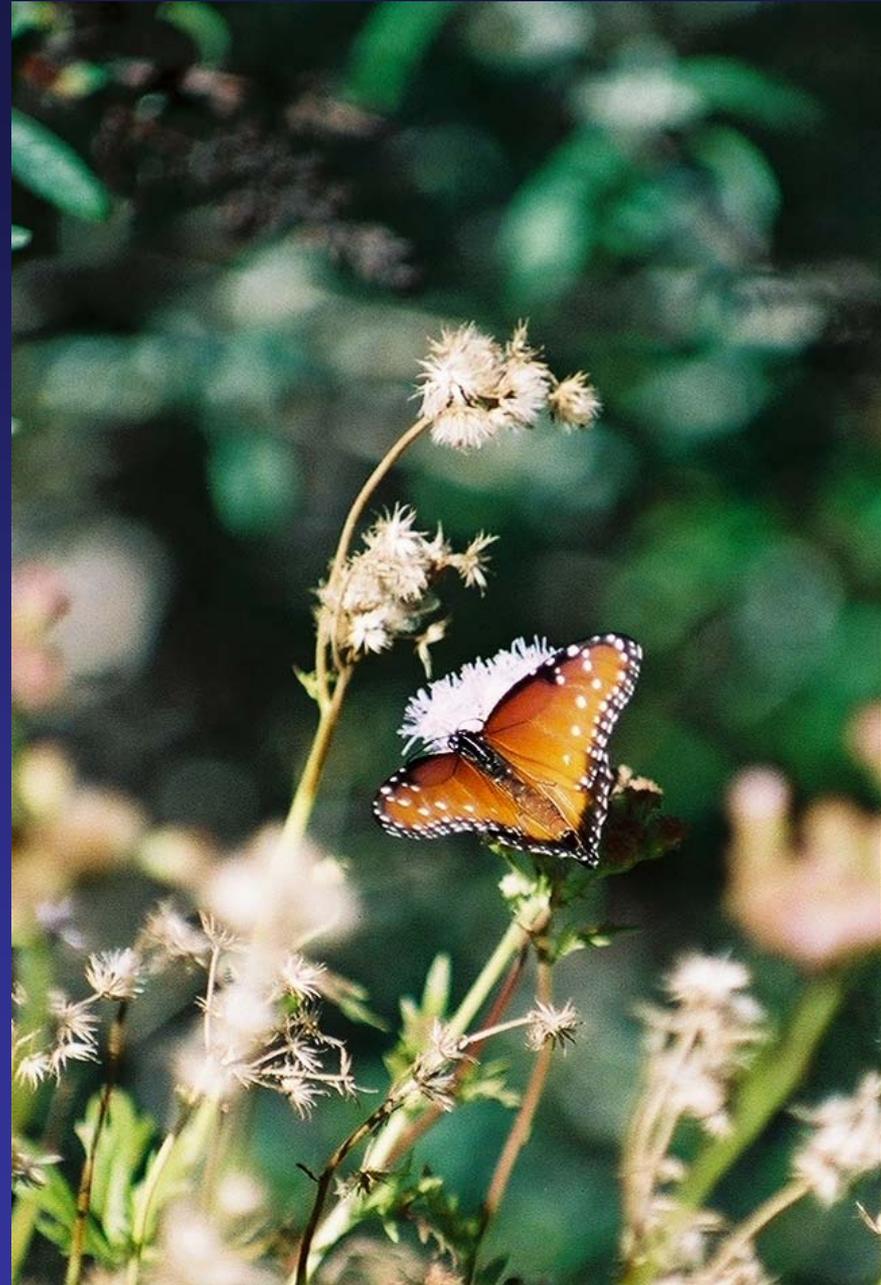


Target Species



Target Species

- Native
- “Supportable”
- “For Human Use”
- Appropriate for
 - ranch size
 - ecosystem
 - budget
 - Legal system



Target Species

- What gets you excited?

What do you want to see more of?

What do you want to learn more about?



WHO ARE YOU WILLING TO WORK FOR?



Questions?

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