Starting Slowly

Goals & Objectives

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
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?

Richard Heilbrun