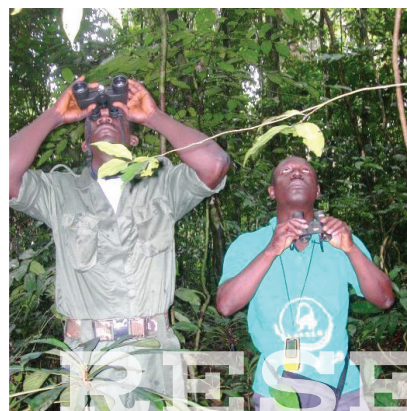
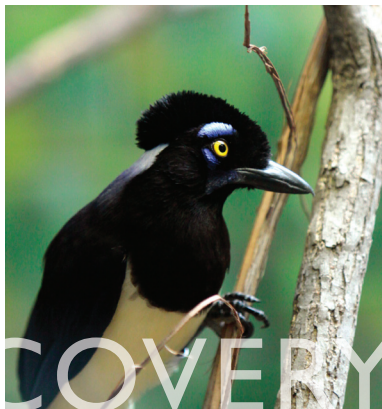




# CONSERVATION STRATEGIC PLAN

*Inspiring passion for wildlife in every guest, every day*



Left and middle: The Tulsa Zoo directly impacts the conservation of the *Roloway diana guenon* and its important habitat through equipping and training community members on forest patrol in the Kwabre Forest in Western Ghana. ►

Far right: Students at the zoo's Summer Camps are inspired by up-close encounters with our Aldabra tortoises.

# CONSERVATION AT THE TULSA ZOO

## OUR MISSION

Inspiring passion for wildlife in every guest, every day.

## OUR VISION

To be the premier family recreation destination and leading wildlife education and conservation resource in Oklahoma.

## OUR PLAN

The conservation program will further the Tulsa Zoo's mission through the following:

- Protect wildlife and wild places
- Inspire people to care about wildlife and communities
- Raise awareness of the threats to wildlife
- Inspire people to get involved in conservation solutions
- Leverage support for the Tulsa Zoo
- Be a leader in redefining the role of zoos and aquariums in conservation
- Provide expertise on wildlife and conservation
- Be a resource for our community and region
- Lead by example in the appropriate management of natural resources
- Communicate our conservation programs to encourage engagement and connections



◀ Left: Ric Kotarsky, Conservation and Research Manager and Aaron Goodwin, Herpetology and Aquatics Zookeeper, help with conservation efforts in Southwest Missouri along with the St. Louis Zoo's Center for American Burying Beetle Conservation, the U.S. Fish & Wildlife Service, the Missouri Department of Conservation and The Nature Conservancy.



# CONSERVATION *recovery* EVALUATION STRATEGIES **RESEARCH** *education*

## OUR EVALUATION

Our conservation programs are evaluated on a regular basis throughout the year and are reviewed to ensure the most effective use of our funds and resources. We rely on frequent communication, participation in programming, and face to face visits with partners when applicable to ensure they continue to meet our conservation program criteria.

## OUR EDUCATION

Our conservation and education messages are designed to ignite passion in diverse audiences. We focus our conservation education initiatives on four core messages that serve as building blocks to be used in different configurations for optimal flexibility and effectiveness:

- Fundamentals of biology
- Interdependency
- The role and impact of humans
- Conservation stewardship

We strive to build relationships in our community through facilitating community based conservation action together with career opportunities and through leading-edge education and outreach initiatives. We strive to develop new leaders in

conservation research, animal welfare and community-based field conservation by engaging students at all levels.

## OUR GREEN INITIATIVES

We define green as a fundamental value that moves us toward our goal of environmentally neutral operations. This includes participating in opportunities such as:

- Energy and resource efficiencies
- Stewardship of resources
- Knowledge of and sensitivity to our impacts on the environment
- Practicing more sustainable consumer options
- Reducing our ecological footprint through on-site initiatives and community partnerships that foster green practices

Our comprehensive green practices strategy:

- Guides our operations
- Is the plan by which we refine and improve our facilities and daily practices
- Helps develop new policies and programs
- Improves green literacy in our community





## OUR EFFORTS

Every effort will be made to ensure that the Tulsa Zoo conservation strategy, public awareness, and technical roles effectively support conservation of local and global biological diversity. This will be achieved through alliances and partnerships with other AZA institutions, regional agencies and conservation organizations.

- Contribute to organizations and develop partnerships that are multidisciplinary and specifically tied to promoting the understanding and protection of rare, threatened and endangered animals and their habitats
- Support benefits the peoples and cultures that share space and resources with the species of concern
- Support programs where our expertise, resources and time make the greatest impact
- Develop partnerships and assemble relationships that build trust over time as we scale up our support
- Partnerships that work towards long-term conservation efforts

## OUR STRATEGY

The Tulsa Zoo strives to develop excellent collaborations, partnerships and institutional programs that are long term and that lead to strong actions in conservation.

### HOW WE ADD VALUE:

#### Habitat and Species Protection

- Preserving wildlife habitats (plant and animal) to protect biodiversity and species in perpetuity
- Combat the poaching or other destruction of protected or managed

species and the illegal trade in wildlife and their related parts and products

- Facilitate research that advances scientific knowledge to enhance the conservation of captive and wild species

#### Rescue and Recovery

- Programs by which animals are relocated, raised or rehabilitated and released into their natural habitat
- On-the-ground species recovery efforts, medical interventions and field programming
- Stabilize, re-establish, or increase animal populations suffering significant declines

#### Stewardship and Capacity Building

- Value the beliefs of local people and take them into account when developing and supporting conservation programs
- Provide and promote expertise and resources to strengthen food, water, health, education and economic security for communities connected to our conservation partners and programs
- Identify opportunities to enhance our conservation partners through leadership and enhancement of communities

#### Education and Outreach

- Promote the efforts of our conservation partners through social media and other online outlets
- Create connections between like-minded individuals and/or groups to strengthen conservation
- Promote conservation efforts and awareness through interpretive information such as presentations printed materials and educational programs



*Above: Barry Downer, Curator of Herpetology and Aquatics, assists with a salamander study through the Oklahoma Department of Wildlife Conservation and the Nature Conservancy.*