

Overview

ConservationTrack is web-based software that helps land trusts in 3 key ways:

#1 Enabling Consistent Adherence to Best Practices:

The software has templates that capture activities called for under LTA standards and practices built into land trust functions such as planning, acquisition, and monitoring.

#2 Centralizing Knowledge:

The software has ways to store structured information such as transaction dates, acres, owner contact information as well as unstructured information such as notes and email correspondence from land owners. Also, by storing information and knowledge in systems, it moves an organization from tribal lore to sustainable and enduring institutional knowledge.

#3 Improving Efficiency:

By utilizing the internet, the application and information become ubiquitous. By leveraging the latest technology, the information is secure, searchable, and easy to use, ultimately allowing staff to focus on conservation activities over administration.

Background

ConservationTrack was born out of a passion for land preservation. It was developed by TNC with the help of Essention Group, an organization dedicated to helping others manage people, information, work product, and time more effectively. The first version was conceived by the Nature Conservancy's California program in 2003 to address the challenges of monitoring conservation easements in a growing, decentralized program arrayed across large landscapes.

ConservationTrack has since been expanded to address other land trust functions by groups large and small. The power of a secure, central archive, accessible from anywhere on the web, frees up limited staff to focus on their conservation work rather than struggle to find, share, organize and analyze information. ConservationTrack modules now facilitate the core processes of land trusts including real estate transactions, volunteer management, property monitoring, and nearly any requirement where information needs to be secured, shared, and retained.

Key Benefits of ConservationTrack

On-demand – accessible via the web from anywhere, on-demand 24/7, and no additional software installation is needed. From office or from home, from the field or the coffee shop – an internet connection and a computer are all that you need to manage projects and information.

Secure – proprietary information is stored securely, protected by 128-bit encryption protocols. Secure sign on ensures that you can trace modifications to your files back to each of their respective editors.

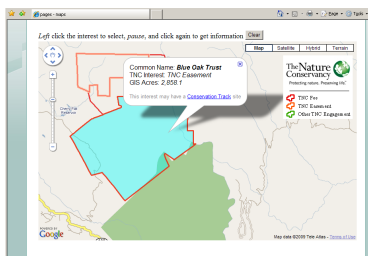
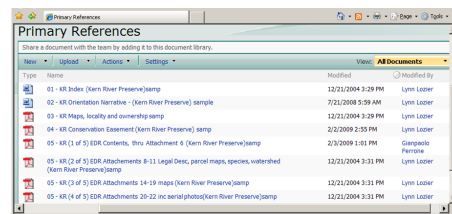
Safe – continuous back-ups and multi-tier recycle bins ensure that your information will not be accidentally lost or misplaced. Because information resides on a server, rather than a personal computer, an equipment failure or losing one's laptop will never result in loss of vital information.

Green – save trees, reduce your carbon footprint, & save money by managing records electronically. No more wasted copy paper, mailing, faxing, or driving documents between locations, and no need to purchase or manage server hardware.



Tools

Manage Documents – collaborate remotely on important documents. Never wonder if you have the most current version. Monitor & review contributions, document authorship, and dates before moving finals to archive.



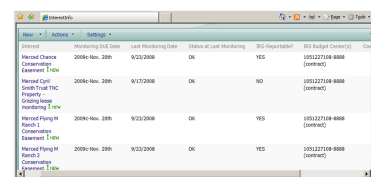
Mapping – tie information to geography. See the boundaries and the surrounding area of your land interests.

Organize Events – increase effectiveness of your team collaboration by keeping important dates, tasks, and contacts in a centrally-managed location.

Search – instantly find the information you are looking for by searching within your own data sets and documents.

Archival – securely preserve important documents, easily move them to historical records, report on ongoing and historical activity with ease.

Access & Personalization – ensure that security permissions to access projects and files are based on the individual's role. For example, only those users whose role includes contributing to the project should have the ability to add new documents or edit content of existing documents; others may be able to view content but not be able to edit it. With ConservationTrack, it is easy for users to know to which projects they have access; and depending on the user's role, links to some projects may not be displayed. Tasks can be targeted to the users to whom they are assigned.



About ConservationTrack®

ConservationTrack is an open source software package available under the GNU General Public License. Essention Group has created a robust, redundant datacenter to host ConservationTrack to greatly reduce implementation and ongoing maintenance costs associated with operating the system, while providing the upmost in security and customer confidence.

Who is Essention Group?

Essention Group is dedicated to helping land trusts adopt and utilize ConservationTrack to better achieve their respective missions. Towards this goal, Essention makes significant investments every year to improve the application capability while lowering ConservationTrack's total cost of use and operation.

Contact Us

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Review ConservationTrack® capabilities in more detail or request a live ConservationTrack demo online at <http://community.conservationtrack.com/>