

Statement by The National Audubon Society:



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Great Egret. Photo credit: Claudio Contreras Koob

The National Audubon Society is still in our process and has not yet made a decision about our name, so I wanted to let everyone know more about the process, where things stand, and what to expect.

- A Board Task Force was formed earlier this year and is responsible for making a recommendation about whether or not to change National Audubon Society's name to the entire National Audubon Society Board.
- To make that recommendation, the Task Force is executing a scope of work that will provide 4 key inputs: historical research, engagement data, and legal and financial analyses.
- The historical research explores John James Audubon's biography; the organization's origin story; the legacies of both the individual and the organization; and the frameworks that institutions can leverage to engage with these histories.
- An engagement firm will design and execute a process to listen to where people are, gather feedback, understand the impact of any potential decisions, and provide data and analysis. Key audiences, including staff, donors, members and volunteers, will be engaged in that process.

After considering these inputs, the Board Task Force will present their recommendation to the full Board at the February 2023 Board meeting. At that time, the Board will embark on a decision-making process regarding the Audubon name.

See also:

[The Myth of John James Audubon](#)

By Professor Gregory Nobles, Contributor, Audubon Magazine, July 31, 2020