

2008 –2012 STRATEGIC PLAN

California-Nevada Chapter Soil and Water Conservation Society

MISSION STATEMENT

The California-Nevada Chapter Soil and Water Conservation Society is a multidisciplinary scientific and educational organization dedicated to natural resource enhancement through an ethic, which recognizes the interdependence of human communities and natural systems. The Chapter achieves its mission through its members, using mutual cooperation and understanding to create opportunities for improving soil and water conservation in California.

INTRODUCTION

The function of the California-Nevada Chapter Soil and Water Conservation Society is to promote and foster the science and the art of soil, water, and related natural resource management in order to achieve sustainability. The Chapter members are dedicated, informed, and effective conservation leaders. Our multidisciplinary membership blends science and the art to create and convey vital conservation information to others. To efficiently perform Chapter functions, we have developed this long range “strategic plan” to guide our activities for the years of 2008 through 2012.

Strategic issues include the strengthening of Chapter activities, increasing membership, and providing technical service training and information for all members. Vital components include education, information and outreach materials on conservation issues as well as providing current technology to all members of our Chapter. As members of the Chapter, we advocate the following guiding principles:

- We promote a stewardship ethic, especially on private owned agricultural and forest land – the working lands.
- We believe in conservation and responsible use of natural resources.
- We respect the rights and responsibility of private landowners.
- We value trust and honesty.
- We believe in and value partnerships.
- We believe in working together as a resource management team with partners.
- We integrate technology into our Chapter work to expedite communications and decision-making.
- We seek out and facilitate the involvement of members and potential members who work to support the SWCS mission and vision.
- We welcome participation by all members in the organization and encourage their participation to build a strong society.

STRATEGIC ISSUE 1

Maintain and enhance the Chapter leadership to assure it effectively assists its members in implementing the Chapter’s mission.

Goal 1: An active Chapter that provides leadership, cooperation and services to its members.

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| Action | Hold monthly Executive Council meetings. |
| Action | Sponsor an annual meeting with technical training and information sharing. |
| Action | Strengthen membership with a goal of 300 by 2012. |
| Action | Provide information in a timely manner to all members. |
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The California-Nevada Chapter SWCS prohibits discrimination in all its activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status.

STRATEGIC ISSUE 1 - Continued

Goal 2: Strong Committees that promote and support Chapter activities.

- Action Finance Committee to maintain an adequate reserve of at least \$30,000.
- Action Promote activities to utilize the funds available that would benefit the Chapter.
- Action Establish fund-raising goal to support additional scholarships.
- Action Establish membership committee with goal of 20 new members per year.
- Action Establish a committee to evaluate sponsoring the National SWCS Conference.
- Action Scholarship Committee to promote and award student scholarships annually.
- Action Sponsor and assist in activating Student Chapters.
- Action Awards Committee to evaluate and recommend awards for Chapter and National achievement annually.

STRATEGIC ISSUE 2

Implement an education and outreach program to inform members and the public on conservation activities, policies and scientific advancement.

Goal: An informed membership, which is actively promoting sustainable conservation.

- Action Publish four newsletters (RUNOFF) annually.
- Action Establish and maintain website on Chapter activities.
- Action Annually review National/Regional goals to assure Chapter is supporting and carrying out national initiatives.

STRATEGIC ISSUE 3

Implement member technical information and training to assist the scientific advancement of conservation measures.

Goal: A trained membership.

- Action Update membership questionnaires to assist in determining areas of needed technical information.
- Action Partner with Agencies and other Societies to provide technical training.
- Action Sponsor annual meeting with appropriate training.
- Action Support Certified Professional Erosion and Sediment Control (CPESC) certification via newsletter and annual workshops.
- Action Publish list of current CPESC specialists in California and Nevada and encourage increased membership.

STRATEGIC ISSUE 4

Develop a Leadership Program to assure continued Chapter leadership.

Goal: Trained new leaders who will promote and lead the Chapter into the future.

- Action Establish leadership program with NRCS and other agencies.
- Action Establish a Committee to develop the leadership program.
- Action Send identified leaders to the International SWCS Conferences.
- Action For NRCS employee members, encourage managers to have leadership development as part of the Employee Development Plan.
- Action: Encourage new leaders to participate in regional Chapter development workshops.