

Introduction

The origins of this document date back to 1995 when the All Ohio Chapter (AOC) of the Soil and Water Conservation Society (SWCS) initiated a Strategic Planning process to establish a mission and a set of goals, guiding principles and objectives for the Chapter. That process resulted in the adoption of a Strategic Plan on July 21, 1995. Six years later, a revised version of the 1995 Plan was adopted by the Chapter membership. In 2002, the membership was surveyed to determine “who we are and what we’re about.” The results showed that the AOC is a diverse organization of well educated professionals dedicated to natural resource conservation in Ohio.

It’s been five years since the existing Strategic Plan for the AOC has been reviewed and revised. Consequently, the Executive Council decided it was time to take a fresh look at the document. The effort was both beneficial and informative. While much of the Plan was still current and relevant to the Chapter’s needs and today’s natural resource issues, the Executive Council did make some changes and improvements.

This Strategic Plan reinforces many of the goals and objectives set in 1995. It identifies a set of guiding principles, goals and objectives along with implementation strategies and actions.

Strategic plans are only effective when they are embraced and integrated into their organizational operations and activities. Further, the utility of such plans are directly proportional to their currency. Without periodic reviews and updates, such plans will cease to be a guiding document. Thus, the challenge for both AOC members and future AOC leadership will be two fold: one, integrate this Plan into Chapter operations and activities and two, periodically review and update this Plan.

It is expected, as in years past, that this Plan will not only guide but enable the AOC to remain focused on and achieve its goals. It is through the achievement of these goals that the AOC can continue to be an effective sponsor of conservation in the State of Ohio.

A Strategic Plan for the All Ohio Chapter of the Soil and Water Conservation Society

The All Ohio Chapter (AOC) of the Soil and Water Conservation Society (SWCS) is a private, non-profit, scientific and educational organization.

MISSION

“To promote the conservation and wise use of Ohio’s land, water and related natural resources, the art and science of resource conservation and the connection between people and natural resources.”

GOALS

- Heighten the leadership and technical expertise of Chapter membership.
- Strengthen member numbers and their involvement in the promotion of effective conservation programs.
- Increase the public’s understanding of natural resource conservation issues.
- Enhance the image and recognition of the Chapter.

GUIDING PRINCIPLES

- We value sound science, objective information and effective leadership.
- We believe in and value partnerships.
- We promote a stewardship ethic in the use of our natural resources.
- We value a diverse multi-disciplinary membership.

OBJECTIVES

1. Foster leadership and technical expertise of AOC-SWCS membership.
2. Diversify and increase the membership of AOC-SWCS.
3. Advocate legislation and public policy that promotes the conservation of natural resources.
4. Apprise Ohio citizens of important natural resource issues.
5. Establish and affirm Chapter identity.
6. Maintain the Chapter's College Scholarship Program and continue fund raising efforts.
7. Implement the Mission, Goals and Objectives of this Strategic Plan

Objective 1. Foster leadership and technical expertise of AOC-SWCS membership.

Strategy 1. Promote leadership within Chapter structure.

Action: Encourage members to serve on committees and run for a Chapter office.

Strategy 2. Facilitate professional development and technical training for Chapter members.

Action: Offer technical updates and training opportunities at Chapter meetings based on member interest.

Action: Provide opportunities for professional development hours.

Strategy 3. Recognize member leadership and technical accomplishments.

Action: Promote members for Chapter and Society awards and recognition.

Action: Foster a network of communication so that individual accomplishments are publicized throughout the membership.

Objective 2. Diversify and increase the membership of AOC-SWCS.

Strategy 1. Promote membership among colleagues of AOC-SWCS members.

Action: Provide incentives for member recruitment.

Action: Establish goals and strategies for chapter growth and retention.

Action: Cooperatively plan, conduct and sponsor programs with other professional organizations with interest in soil and water conservation.

Strategy 2. Elevate status and enhance visibility of the Membership Committee within AOC-SWCS.

Action: Publicly recognize Membership Committee members and their successes.

Strategy 3. Nurture the development and growth of student chapters throughout Ohio.

Action: Publicly recognize student members and their successes.

Objective 3. Advocate legislation and public policy that promotes the conservation of natural resources.

Strategy 1. Address important natural resource issues in programming.

Action: Develop resolutions and science-based position statements that reflect views of Chapter membership.

Strategy 2. Establish and maintain regular contact with legislators, policy makers and stakeholders on natural resource issues.

Action: Formally or informally present position based statements to legislators, policy makers and stakeholders.

Strategy 3. Provide prompt response to proposed legislation and policies that address important natural resource issues.

Action: Formalize a rapid contact system (electronic and personal) to gather member input and to educate policy makers.

Objective 4. Apprise Ohio citizens of important natural resource issues.

Strategy 1. Identify key natural resource issues.

Action: Periodically survey membership to help determine key natural resource issues.

Strategy 2. Develop an outreach plan.

Action: Identify target audience(s).

Action: Determine appropriate messages and distribution methods for each audience.

Objective 5. Establish and affirm Chapter identity.

Strategy 1. Identify the strengths of Chapter membership relative to specific natural resource issues. (i.e. Who we are)

Action: Conduct periodic Chapter membership “skills” Assessments.

Strategy 2. Secure adequate funding to carry out Chapter objectives and activities.

Action: Seek funding opportunities beyond the membership.

Objective 6. Maintain the Chapter’s College Scholarship Program and continue fund raising efforts.

Strategy 1. Promote the availability of the College Scholarship Fund.

Action: Utilize the Scholarship Fund notification process.

Strategy 2. Pursue opportunities to increase principle in the scholarship fund.

Action: Annually review and evaluate the fund’s status and consider investment options.

Objective 7. Implement the Mission, Goals and Objectives of this Strategic Plan and Keep the Plan Current.

Action: Review the Strategic Plan annually, soon after the election and installation of new officers.

Action: Assign individuals and/or Committees to carry out specific Objectives.