



**The Wisconsin Section  
Central States  
Water Environment Association**

**Strategic Planning Committee Report  
Annual Business Meeting  
November 8, 2000 - 2:30 p.m.  
Country Inn Hotel  
Dan Busch – Committee Chair**

*Wisconsin Section membership will take a proactive leadership approach to promote, preserve, and protect the water environment.*

**June 29<sup>th</sup> Meeting.**

The goals of the Strategic Plan are to:

1. Define where we want to go as a Section.
2. Mirror the objectives in CSWEA's Strategic Plan.
3. Provide support for CSWEA and identify possible organizational improvements for both groups.

Issues which should be addressed in development of the Strategic Plan.

How Can We Improve Our Organization?

What are the Needs of the Membership?

How can we get More Participation from Existing Members?

How Do We Attract New Members?

A list of key focus words was developed

- Educate
- Information exchange
- Water quality awareness
- Sharing of ideas
- Networking/relationships
- Committees working toward goals
- Improve water environment
- Promote, preserve, protect
- People (protecting public health)
- Defining water quality
- Leadership

Developed a Mission Statement as a basis for the Strategic Plan development.

*Wisconsin Section membership will take a proactive leadership approach to promote, preserve, and protect the water environment.*

Developed Seven (7) Broad Organizational Goals

- Enhance and Increase Membership
- Improve Public Awareness
- Increase Recognition of Members
- Improve Administrative Functions
- Monitor Regulatory and Environmental Issues
- Promote Education and Training
- Improve Conference Participation and Attendance

Each goal became a work group who worked in small groups to develop strategies and implementation steps for each goal. The entire committee would review these strategies and implementation steps at the next meeting on August 16, 2000. This meeting would also begin the “boil down” process for making the developing strategic plan a manageable document.

Enhance and Increase Membership – **Paul Nehm**, Tom Sigmund, Max Anderson

Improve Public Awareness – **Tom Sigmund**, Rick Norris, Dan Busch

Increase Recognition of Members – **Carol Strackbein**, Tom Krueger, Dan Lynch

Improve Administrative Functions – **Ken Sedmak**, Dan Busch, Tom Sigmund

Monitor Regulatory and Environmental Issues – **Dan Lynch**, Tom Bunker, Ken Sedmak

Promote Education and Training – **Rick Norris**, Tom Krueger, Max Anderson

Improve Conference Participation and Attendance – **Tom Krueger**, Dan Lynch, Carol Strackbein

## **August 16 Meeting**

The purpose of this meeting was to present and discuss the goals and implementation steps developed by the seven work groups. Each group was given five minutes to present their information and then the floor was opened for discussion on each group’s goals. The discussion was wide ranging and many times covered areas, which were not directly related to the task of evaluating the work group products. At the end of the meeting, the members of the Strategic Planning committee ranked the strategies and implementation steps under each work group. There were twenty-six (23) strategies identified by the seven work groups. The ranking process reduced the list to fourteen (14) strategies. The following summarizes the results of the ranking process.

1. Increase new members by 8% per year (7)
2. Recognize WI Section members for outstanding service and/or achievement within the organization or industry. (7)
3. Use a marketing approach to promote the organization externally. (6)
4. Identify needs and preferred methods of training delivery and acceptable costs. (6)
5. Increase participation of current members. (5)

6. Promote Interaction with “Like” Organizations (5)
7. Monitor Development of Water Environment Regulations (4)
8. Promote partnership with other groups to foster and enhance education and training opportunities. (4)
9. Promote increased attendance at the annual conference by members, non- members and students. (4)
10. Support personal development to help us convey our ideas to others. (3)
11. Adequately Finance the Section. (3)
12. Conduct Strategic Planning. (2)
13. Improve Day to Day Operation of the Section. (2)
14. Promote “operator challenge” participation or attendance at the CSWEA Annual Conference. (2)

The top nine- (9) strategies will be given priority during the first year of implementing the plan. Each work group spent time defining and refining the implementation steps for each of their strategies that scored a “4” or higher. In the situation where a strategy had more than four-implementation steps, the implementation steps were ranked in the order of importance to improve the success of reaching the goal. Other information the work groups considered during their follow-up work included:

“**Urgency**”, how soon should the strategies and the associated implementation steps be addressed in the strategic plan,

“**Cost**”, what is the estimated cost to implement the steps for each strategy,

“**Who**”, can the strategies and implementation steps be carried out by an existing committee or should a new committee be developed to ensure the goal is carried out.

### **September 28<sup>th</sup> Meeting**

This meeting was spent discussing and refining the three factors, Urgency, Cost and Who for each strategy. The product of this meeting is being presented as the Draft Strategic Plan for member comment and input.

Several potential new committees were identified as the plan unfolded. They include a Student Activities Committee, which will work specifically on student membership activities, while the existing Membership Committee concentrates on the needs of the existing membership. A Public Awareness Committee would promote recognition of the Wisconsin Section as an organization and would also work to insure individual members are recognized for accomplishments.

Once the Strategic Plan is reviewed and commented on by the membership the Board will accept it. At this point a workshop will be held with Board members, Strategic Planning Committee and all Committee chairs to walk through the plan so that it is fully understood. Strategies will be assigned to existing and new committees as appropriate for implementation.

The following is the timetable for the remainder of the Strategic Plan activities.

- The draft plan will be presented to the membership at the November 8, 2000 Annual Business Meeting of the Section for comment.

- The plan will be refined based on membership comments and presented to the Wisconsin Section Board for approval at the February Board Meeting.
- The final Strategic Plan will be presented to the Section membership and the CSWEA Board at the Annual Meeting in May 2001.