

## NCWMA Goals, Objectives and Action Steps

Approved 8-13-13

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### **Issue #1: How do we establish and fulfill our annual operating plan?**

#### **Goal 1:** Establish management priorities.

*Objective 1:* The steering committee will develop and annually review the management priorities by January of each year.

- Action 1- The steering committee or coordinator should solicit feedback and ideas from the entire NCWMA on management priorities.

*Objective 2:* The coordinator will review/provide input on priorities.

- Action 1- The coordinator will research other coops/state and national initiatives, etc.

#### **Goal 2:** Establish our annual operating plan by March of each year.

*Objective 1:* The coordinator will annually draft an operating plan for the steering committee to review, modify, and accept.

*Objective 2:* The steering committee will review the plan, provide feedback, and accept the final plan.

- Action 1- Allow for edits to be made after plan acceptance to include additional events/ideas as they arise.

#### **Goal 3:** Implement/promulgate the annual operating plan.

*Objective 1:* The coordinator will develop an implementation matrix following the existing template.

- Action 1- Identify lead people and share with the committee.
- Action 2- Insure that the operating plan is consistent with management goals in objective 1.
- Action 3- Make sure that our accomplishments are consistent with funding sources.

#### **Goal 4:** Evaluate and report on the completion of the annual operating plan by the December NCWMA meeting of each year.

*Objective 1:* The coordinator will summarize the accomplishments from the annual operating plan.

- Action 1- The steering committee will evaluate the accomplishments and provide recommendations.
- Action 2- The coordinator will provide summary reports for the newsletter and other forms of reporting.

### **Issue #2: How do we improve two-way communication with our stakeholders?**

#### **Goal 1:** Enrich two-way communication with our partners and other stakeholders.

*Objective 1:* Ensure continued partnership of the NCWMA members.

- Action 1- Hold monthly NCWMA meetings.
- Action 2- The coordinator will email out updates on NCWMA meetings, events, and topics.
- Action 3- The coordinator will look to be involved in other organizations/committees as a representative from the NCWMA as the group sees fit.

*Objective 2:* Use the NCWMA website and social media to communicate and expand awareness.

- Action 1- The coordinator will maintain and update the NCWMA website and facebook page.

*Objective 3:* Develop/produce materials and solicit participation by landowners and other stakeholder audiences.

- Action 1- Annually review our brochure and provide it for use by our partners and the public.
- Action 2- Support NWCMA presence at the Ashland farmer's market or other venues such as County Fairs, community events, etc. Invite the public to these events.
- Action 3- Give presentations at events and local schools.

### **Issue #3: How do we sustain funding to support our mission?**

**Goal 1:** Maintain the current funding level and be prepared to pursue opportunities to expand our capacity within our mission.

*Objective 1:* Annually identify and prioritize a list of program opportunities that meet our mission and for which we have the capacity to meet the deliverables.

*Objective 2:* Keep an eye on funding opportunities and respond to those that meet the criteria in objective 1.

**Goal 2:** Develop project specific funding strategies to address local issues.

*Objective 1:* As needed, identify a committee to come up with opportunities focusing on new partnerships, etc.

*Objective 2:* Each partner is strongly encouraged to keep an eye out for funding opportunities and bring them to the attention of the coordinator.

### **Issue #4: How do we establish, maintain, and improve our relationship with the core group?**

**Goal 1:** Establish, maintain, and improve our relationship with the core group.

*Objective 1:* Should the Coordinator request additional assistance, create an action team consisting of the coordinator, one steering committee member, and one other individual to determine appropriate activities.

- Action 1- Hold NCWMA meetings and keep email communication, as described in Issue #2.

*Objective 2:* Plan at least one non-meeting event each year to support success of the group and provide opportunity to network.

- Action 1- Include volunteer/outstanding partner recognition at the event.
- Action 2- The coordinator will take the lead in planning the event(s), along with help from a committee.

*Objective 3:* Ensure that the core group is established by our MOU and encourage others to join.

- Action 1- The Coordinator will contact stakeholder groups who are not MOU partners and encourage them to join.

**Issue #5: How do we encourage/increase/improve volunteer participation?**

**Goal 1:** Encourage/increase/improve volunteer participation.

*Objective 1:* Expand upon our current NCWMA contacts (email list).

- Action 1- Expand upon our email list, reach out to CWMAAs, etc.

*Objective 2:* Increase resources available to the public.

- Action 1- Distribute our brochure and other publications at local events, and at businesses.

*Objective 3:* Actively seek out groups to participate in our events.

- Action 1- Utilize incentives to encourage participation.
- Action 2- Advertise that we hold monthly meetings which are open to the public.

*Objective 4:* Annually recognize outstanding volunteer participation through annual events. (see Issue #4 Objective 2)

**Issue #6: How do we support the coordinator with funding, direction, and resources?**

**Goal 1:** Financially support the coordinator position.

*Objective 1:* See issue #3.

**Goal 2:** Provide clear direction and feedback for the Coordinator.

*Objective 1:* The coordinator will have a framework in which to ask for administrative direction and receive feedback.

- Action 1- Questions should be emailed to steering committee for review/input.

*Objective 2:* The coordinator will have a host for each CWMA event who will help with project implementation.

- Action 1- A project plan template will be used to help coordinate CWMA events and to use as future reference.

*Objective 3:* The coordinator will receive a written review yearly.

- Action 1- The fiscal agent will coordinate with steering committee on the review.

**Goal 3:** Provide resources necessary for effective performance.

*Objective 1:* Create a list of critical and non-critical resources.

- Action 1- The coordinator and one steering committee member will work to establish a list of resources and cost estimates (Office, training, travel, conferences).
- Action 2- Include critical/non-critical resources in any grant applications.
- Action 3- Request critical/non-critical resources be donated by MOU signatories.