NCWMA Goals, Objectives and Action Steps
Approved 8-13-13
Modified 1-20-14

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 NWCMMA 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 CWMAs, 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.