

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 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.