



Wisconsin Conservation Congress

Strategic Planning Session Report #4

September 18, 2012

Meeting process developed and facilitated by
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INTRODUCTION

The Wisconsin Conservation Congress Strategic Planning Committee met for the fourth time on September 8, 2012 at the Izaak Walton League Clubhouse, Stevens Point, Wisconsin. In attendance were the following committee members.

- Joe Weiss (District 1)
- Wally Trudeau (District 2)
- Laurie Groskopf (District 3)
- Mike Riggle (District 3)
- Bill Yingst (District 5)
- Greg Wysocki (District 6)
- Frank Reith (District 6)
- Dale Maas (District 7)
- Larry Bonde (District 8)
- Mike Murphy (District 9)
- Jayne Meyer (District 10)

Doug Burrows (District 5), Ralph Fritsch (District 4), and Andrew Limmer (District 12) were excused. Kari Lee-Zimmerman, DNR representative, was also present.

After the call to order, roll call, and agenda approval, committee members once again reviewed the committee purpose statement.

“The purpose of the Wisconsin Conservation Congress Strategic Planning Committee is to look into the future by developing a process of goals to pursue and standards to utilize for the Congress in the coming years.”

Ground rules developed during the first session were also reviewed. No other ground rules were added to the list.

Most of the fourth session was devoted to consolidating goals and determining strategies and tasks to achieve the goals. Goal questions refinement was accomplished during the process of strategy and task identification. The committee agreed by consensus that two of those goal questions are really strategies that can be used to achieve other goals. The remaining four goals questions are listed below in order of importance as determined by the committee.

- **What must the Wisconsin Conservation Congress do to improve its organizational structure?**
- **How can delegates create greater awareness of the Wisconsin Conservation Congress?**
- **How does the Wisconsin Conservation Congress expand what it does?**
- **What must be done to make the spring hearings more effective?**

II. CONTINUE IDENTIFYING SUGGESTED STRATEGIES AND TASKS TO ACHIEVE GOALS

The large group was split into three small work units. Each work unit developed an action plan for one of the first three goals that were listed in the Session #3 report. Goal #4 action planning was done in a large group setting. Further refinement of these strategies and tasks will take place during the final committee meetings.

Goal #1: What must the Wisconsin Conservation Congress do to improve its organizational structure?

Note: Committee members agreed that these measures would strengthen the organization’s internal accountability and promote more bottom-up communication. They also felt that that work on these strategies must begin and be completed as soon as possible.

Proposed Strategy	Proposed Task
1. Improve the process of study committee selection.	a. <u>Consider restructuring the 12 districts to create more equal representation; six counties per district – 30 delegates per district)</u> b. <u>Develop an application process for committee delegate selection.</u> The application process should be in addition to

	<p>the PDQ. Applications should be presented to the district. Maintain practice of district request at that level and at the convention, etc.</p> <p>c. <u>Develop an election process for committee assignments at the district level.</u> If committee membership is not settled by the election process, then the Executive Committee should decide who sits on what committees.</p> <p>d. <u>Increase Executive Committee from three to five members</u> Executive Council should provide feedback to the entire delegation about who is being proposed to sit on the Executive Committee.</p> <p>e. <u>Committee members should elect committee chairs.</u></p> <p>f. <u>Create more of a clear process of how delegates are chosen to sit on external committees such as DNR committees.</u> Possibly use an application process similar to the one developed to screen candidates for WCC committees.</p> <p>g. <u>Better communicate what external committee positions are available</u></p>
<p>2. Improve information/communication flow related to all WCC activities</p>	<p>a. Create <u>statewide broadcasts</u> used by the media to inform public of WCC activities.</p> <p>b. <u>Designate person or small committee within the WCC to work on public relations.</u> (Note: This is also listed as a strategy under Goal #2. Tasks under that strategy should also be completed here).</p> <p>c. <u>Delegates volunteer one hour per month to educate the public about the WCC.</u> (This is also a strategy listed under Goal #2. Tasks under that item should also be completed here.)</p>
<p>3. Foster a more engaged and accountable delegation.</p> <p>Note: Committee members agreed that this particular strategy can if pursued help the organization make progress toward achieving its other goals.</p>	<p>a. <u>Create and document clear rules on what is and is not an excused absence.</u> Unexcused absences affect delegates' ability to be appointed to the committees of their choosing.</p> <p>b. <u>Code of Procedures and or other documents should list the consequences</u> when delegates take a public position opposite of the Conservation Congress' position on topics.</p> <p>c. <u>Develop and distribute more clear delegate job descriptions</u> (delegate responsibilities; committee responsibilities)</p> <p>d. <u>Develop and distribute a Wisconsin Conservation Congress Code of Ethics,</u> one that clearly identifies conflict of interest situations and defines what a legitimate vested interest is.</p>

Goal #2: How can delegates create greater awareness of the Wisconsin Conservation Congress?

Proposed Strategy	Proposed Task
<p>1. Designate person or small committee within the WCC to work on public relations</p>	<p>a. <u>Produce and distribute monthly press releases</u> centrally and/or develop template for others to use that is easily adaptable to local newspapers' formats. (Updates on WCC initiatives, etc.). Make it more known using various internal and external publications that the DNR frequently includes news about the WCC in its pamphlets and magazines.</p> <p>b. <u>Collection of data on how well WCC is known</u>. How is it perceived?</p> <p>c. <u>Create and maintain dedicated WCC website</u>.</p> <p>d. <u>Organize and disseminate committee and county delegations annual report of accomplishments information</u>. Report should be written by delegates who sit on the respective committees.</p> <p>e. <u>Approach UW System, etc. to ask them to create a DVD about the WCC</u>.</p>
<p>2. Create a County Conservation Alliance in each county that reports directly to the WCC.</p> <p>(Note: It was difficult to follow the sequence here based on what the group wrote. More refinement is needed.)</p>	<p>a. <u>Work with the DNR to develop a contact list</u>. (DNR club contacts should be part of this list.)</p> <p>b. <u>Develop and show a standard WCC informational presentation</u>.</p> <p>c. <u>Develop and show presentations on hunter, boat, rifle, and pistol safety</u>. (Include in school curriculums.)</p> <p>d. Develop <u>budget</u> to provide per diems, and mileage, meals and hotel room reimbursements.</p>
<p>3. Work on delegate retention and recruitment methods.</p>	<p>a. <u>Raise funds</u> to provide monetary incentives that help keep good delegates and to help cover expenses incurred while on WCC business.</p> <p>b. Develop and show to perspective delegates a <u>standard WCC informational presentation</u>. (This presentation should be used for other promotional purposes. (See under strategy #1.)</p> <p>c. Develop a <u>standardized brief</u> outlining requirements about how to become a delegate and delegate responsibilities.</p> <p>d. <u>Address issues with committee assignment selection</u>.</p> <p>e. Offer <u>Conservation Patron's License</u> to each delegate and to help attract new delegates.</p>
<p>4. Work towards having a WCC delegate on every county Land Conservation Committee.</p>	<p>a. <u>Determine whether county appoints non-County Board supervisors</u>.</p> <p>b. If the county appoints non-supervisors, <u>determine who does the appointing</u>.</p> <p>c. Ask those who do the appointing whether <u>appointments are available</u>.</p> <p>d. <u>Educate</u> county committees about the WCC. (Note: This will also come as a byproduct of completing the other tasks listed under this strategy.)</p>

	<p>e. <u>Identify delegates to sit on those committees.</u> (Ask whether they are willing/able.)</p> <p>f. <u>Go through county process</u> to have them appointed.</p>
5. Delegates volunteer one hour per month to educate the public about the WCC.	<p>a. <u>Develop and show a standard WCC informational presentation.</u></p> <p>b. <u>Delegates show presentation</u> to various stakeholders.</p>
6. Track and communicate the outcomes of resolutions advanced through the WCC process.	<p>Note: The work unit dealing with this strategy found it helpful to lay out the process of what currently takes place. Many of the items relate to the necessity of understanding and clearly communicating that process to delegates, the media, and interested public. After laying out the process, the work unit identified specific tasks beginning with item e.)</p> <p>a. If this was legislative issue: How does the author find out that is the situation?</p> <p>b. Committee chair of rules and resolutions notify author(s) of disposition and resolution?</p> <p>c. If rules and resolutions assigns to a committee, after vote author is notified of disposition?</p> <p>d. Once a resolution passes committee it goes to Executive Council then to questionnaire then to convention then to the Natural Resources Board then to the DNR. If it requires legislation then the department sends to legislature as a packet to see if a legislator is interested in sponsoring with department favored items.</p> <p>e. <u>Establish a Rules and Resolutions Committee</u> inside the WCC charged with tracking resolutions.</p> <p>f. <u>Inform delegates and other stakeholders through newsletters, etc. what happened to the resolutions.</u> (The aforementioned committee would be charged with this task.)</p>

Goal #3: How can the Wisconsin Conservation Congress expand what it does?

Note: Committee members agreed that the first strategy below must be pursued at the same time as the organization attempts to significantly reform how it does business (Goal #1). The first strategy is time sensitive, meaning that there is an opportunity for the Conservation Congress to become a leader in working with local entities on these new deer management, etc. related programs.

Proposed Strategy	Proposed Task
1. Take advantage of new programs on a county level created as a result of the Kroll report.	<p>a. <u>Play a significant role in the development and implementation of D-Map.</u></p> <p>b. Become involved in helping to <u>determine county deer management strategies.</u> Take part in county deer management meetings.</p>

2. Take an active role in coordination of citizen – based research.	<ul style="list-style-type: none"> a. <u>Assign members of similar interests to key positions.</u> b. <u>Seek out individuals within the DNR and the UW System that have interest in expanding citizen based research.</u>
3. Provide educational program and information to youth groups.	<ul style="list-style-type: none"> a. <u>Develop a list of partner organizations</u> that can help provide educational programming for youth. b. <u>Contact those potential partners</u> to arrange the educational programming. c. <u>Identify Conservation Congress members with educational/teaching backgrounds;</u> people who can help provide the education. d. <u>Create new ways to gather information that can be used in educational programming</u> and to recruit youth to attend programs (social networking) e. <u>Develop and schedule educational programming.</u>

Goal #4: What must be done to make the Spring Hearings more effective?

Note: Committee members suggested that the WCC Legislative Committee be responsible for overseeing strategy and task implementation related to this goal.

Proposed Strategy	Proposed Task
1. Track and communicate the outcomes of resolutions advanced through the WCC process.	<ul style="list-style-type: none"> a. <u>Establish a Rules and Resolutions Committee</u> charged with tracking resolutions. b. <u>Inform delegates and other stakeholders through newsletters, webpage, website, etc. what happened to the resolutions.</u> (The aforementioned committee would be charged with this task.)
2. Modify voting procedures.	<ul style="list-style-type: none"> a. <u>Develop online voting method.</u> Checks and balances will be needed to make certain that it is done appropriately. (Note: Possible unintended consequence of perhaps reducing attendance at the hearings.) b. <u>Establish an online polling system.</u> Initial polling should be used to generate discussion on a topic before and during the spring hearings. There is no need for this to be scientific. The polling system should include demographic questions. It should also include the questionnaire. Delegates can use their customer ID to log in.
3. Increase attendance.	<ul style="list-style-type: none"> a. <u>Use online polling to generate interest,</u> especially among younger stakeholders. b. <u>Create incentives to attend.</u> (Monetary and Non-monetary). c. <u>Develop and maintain a blog/discussion board on key issues</u> coming before the WCC. This could be another tool to generate discussion before and even during hearing. d. <u>Publish the questionnaire online prior to the hearings</u> and request comments/opinions about the questions through the blog/discussion board.

	<p>e. <u>Market the hearings more widely.</u> More statewide media coverage. Many of the tasks under Goal #2 can be utilized here.</p> <p>f. <u>Educate youth on how they can have more impact on the resolution process.</u></p>
4. Determine to what extent members can advocate for passage of bills. (Can the WCC request sponsorship of a bill?)	<p>a. <u>Work with Natural Resources Board to determine parameters.</u></p> <p>b. <u>Research and define what state statutes allow.</u></p> <p>c. <u>Ask legislators how active a role in their view the WCC should take in sponsoring bills.</u></p> <p>d. <u>Define more clearly the parameters within the Code of Procedures and other documents meant to guide delegates' work.</u></p>
5. Provide attendees with short educational seminars/presentations on relevant topics.	<p>a. <u>Assign specific committees to examine most relevant topics of the day.</u></p> <p>b. <u>Committees work with knowledgeable resources</u> (DNR, UW-Extension, hunting/fishing groups, etc.) to locate or to develop seminars.</p> <p>c. <u>Designate presenters</u> from these groups or the WCC.</p> <p>d. <u>Schedule seminars</u> during appropriate times during the hearings.</p>
6. Foster more discussion during the hearings.	<p>a. Allow <u>deer management unit discussions.</u></p> <p>b. <u>Encourage more debate on questions</u> before they come to a vote.</p>

III. BEGIN IDENTIFYING WAYS TO MEASURE PROGRESS TOWARD ACHIEVING GOALS (EVALUATION)

The facilitator stated that he will work with the committee during its next meeting to create evaluation methods and questions to show progress made toward achieving plan goals. Examples such as those below were given to committee members to help them think about how success can be measured.

Proposed Strategy	Proposed Task	Measuring Success
Designate person or small committee within the WCC to work on public relations	<p>a. <u>Produce and distribute monthly press releases</u> centrally and/or develop template for others to use that is easily adaptable to local newspapers' formats. (Updates on WCC initiatives, etc.). Make it more known using various internal and external publications that the DNR frequently includes news about the WCC in its pamphlets and magazines.</p> <p>b. <u>Collection of data on how well WCC</u></p>	<p><i>How effective have these methods been in making people more aware of the WCC and what it does?</i></p> <p>Evaluation Methods = Surveys and Focus Groups</p> <p>Target Groups = Hunting organizations, non – consumptive users, etc.</p>

	<p><u>is known</u>. How is it perceived?</p> <p>c. <u>Create and maintain dedicated WCC website</u>.</p> <p>d. <u>Organize and disseminate committee and county delegations annual report of accomplishments information</u>. Report should be written by delegates who sit on the respective committees.</p> <p>e. <u>Approach UW System, etc. to ask them to create a DVD about the WCC</u>.</p>	
<p>Create a County Conservation Alliance in each county that reports directly to the WCC.</p>	<p>a. <u>Work with the DNR to develop a contact list</u>. (DNR club contacts should be part of this list.)</p> <p>b. <u>Develop and show a standard WCC informational presentation</u>.</p> <p>c. <u>Develop and show presentations on hunter, boat, rifle, and pistol safety</u>. (Include in school curriculums.)</p> <p>d. Develop <u>budget</u> to provide per diems, and mileage, meals and hotel room reimbursements.</p>	<p><i>How many of these entities have been created during the first year and so on?</i></p> <p><i>How active have they become?</i></p> <p><i>What outcomes have they realized?</i></p> <p>Method = Email survey of alliance leaders</p>
<p>Track and communicate the outcomes of resolutions advanced through the WCC process.</p>	<p>a. <u>Establish a Rules and Resolutions Committee</u> charged with tracking resolutions.</p> <p>b. <u>Inform delegates and other stakeholders through newsletters, webpage, website, etc. what happened to the resolutions</u>. (The aforementioned committee would be charged with this task.)</p>	<p><i>Which ones passed the legislature?</i></p> <p><i>What was the WCC's role in the successful advancement of the legislation?</i></p> <p><i>If something did not advance, what was the reason?</i></p> <p>Method = Central office responsibility (which may mean that an office will have to be established)</p>

The facilitator will work with the committee to add the “Measuring Success” column in each goal table. In the next meeting, committee members will also identify who will lead the effort to complete various strategies and when those strategies should be completed.

IV. DELEGATE FEEDBACK

Recent feedback from Conservation Congress delegates is below.

- We need a communication director; make that person part of the Executive Committee. We need to talk more about what the Congress stands for, how we can share our message with the stakeholders more efficiently. Many people ask me what is the WCC all about? It seems like the only time we communicate with people is when we have the spring hearings, and I don't think we do a good job with that.
- We need to take a more active role with the DNR. It just seems that we back off when it comes to important issues. Are we afraid of offending the DNR? I hope not. The communications with WCC delegates (within the DNR) is very poor, especially when it comes to deer here in the north.
- I look forward to your next meeting; sounds to me that you are moving forward in the right direction.
- I have pushed for years to have one central location for our state convention. We do not need to travel all around the state each year. For those of us that seem to always live long distances without any reimbursement it gets to be very expensive.
- We need to change how we have the convention each year as far as number of days. We are not getting the young people interested in WCC because in most cases they can't get the time off during the week to attend. We are getting to be an organization of OLD people.
- I look forward to your final report. We need to see changes soon because we are failing in many ways.

WCC; Eau Claire County Outreach Plan (August 2012)

Background: In the past five years, attendance at the Conservation Congress Spring Hearings in Eau Claire County has averaged less than 100. Electronic balloting is used by some to 'vote and run' while small numbers stick it out to the end of the 2.5 hour meeting. Occasional spikes in attendance occurred in 2007 Mourning dove (600) and feral cat (200) issue. My sense is that few if any people in the county know what the Conservation Congress is and who are the

delegates from their county. Occasionally (10 attendees) from high school and university classes attend the Spring Hearings as part of their curriculum.

Fewer than three local resolutions are introduced at the County Spring Hearings. The majority of those pertain to state-wide issues written by non-county folks trying to get multiple counties to vote on a resolution to support their cause.

Eau Claire County had the Eau Rod & Gun Club (1,400 members), the Westgate Sportsman's Club (x,000 members), Trout Unlimited (300 members with 160 in Eau Claire County), UW Eau Claire xxx Club (xx members), and Sierra Club.

Eau Claire County has xx,xxx hunting license and x,xxx fishing license holders. As a comparison it is estimated that 3% participate in political activity. Based on license sales x,xxx should attend the Spring Hearings.

Objectives:

Increase attendance at the Spring Hearing as measured by the number of attendees and the number of local resolutions introduced.

Increase awareness of the Conservation Congress (how to measure?)

Plan:

Have each county delegate donate one hour per month (12 hours annually) to promoting the Conservation Congress.

Schedule listening sessions in various population centers in Eau Claire County (Eau Claire, Fall Creek, Augusta, Altoona, others?) Locations could include restaurants (over coffee), sporting goods stores, etc.

Develop a one page flyer with county delegates' names, bio-sketches and contact information. Post the flyers at various sportsmen clubs, sporting goods stores (Scheel's, Gander Mountain, Moldy's Archery and Tackle, Farm & Fleet, bait shops.)

Attend a monthly meeting at least once a year of the various sportsmen's clubs/conservation organizations.

Make a presentation at local education institutions that may have a conservation oriented class or club (UW-Eau Claire science classes, North High School Fishing Club.

Conduct a "how to write" a local resolution to be introduced at the Congress Hearings.

Develop and teach a 15 minute segment (about seven PowerPoint slides) about the Conservation Congress for Hunter Education (WCC Resolution passed in 2010?) and Angler Education Instructor certification classes. The latter classes are only conducted about once per year while xx Hunter Education classes are conducted in the county each year with xxx total students.

Develop and one page webpage as part of the WCC page in the WI DNR website. Could include information from the county delegate flyer.

Deliver a summary report to the WCC Executive Committee NLT the Congress Annual meeting in Eau Claire (May 2013).

Strategic Planning Comments

With two meetings completed of the W.C.C. Strategic Planning Committee, I feel that we are slowly but carefully rebuilding the W.C.C. from its core, its mission statement.

Both mission and vision have been re-written by the Committee but not yet voted on for total approval. Our mission statement, I believe is the core of the organizations actions. This statement must be strong and carry us now and for future years, at the same time always keeping in mind our vision statement.

The many other inner problems we see are the first steps in identifying problems that need attention and addressing by this Committee and W.C.C. Correction of these issues will be the beginning of rebuilding W.C.C. and making it more effective as a body.

The next few meetings we'll be moving deeper into the actions of the W.C.C., and taking a harder look into what took us to our current status. The harder part will be restructuring the organizations thinking and overall actions. Ralph R. Fritsch (Strategic Planning Committee member.)

V. NEXT MEETING

The next meeting of the WCC Strategic Planning Committee is scheduled for 10:00 a.m., October 1, Mead Wildlife Center. During this meeting, committee members will refine strategies, tasks and evaluation plans.