



Wisconsin Conservation Congress

Strategic Planning Session Report #6

November 5, 2012

Meeting process developed and facilitated by
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I. INTRODUCTION

The Wisconsin Conservation Congress Strategic Planning Committee met for the sixth and final time on November 5, 2012 at the Bill Cook Chapter, Izaak Walton League Clubhouse, Stevens Point, Wisconsin. In attendance were the following committee members.

- Joe Weiss (District 1)
- Wally Trudeau (District 2)
- Mike Riggle (District 3)
- Ralph Fritsch (District 4)
- Bill Yingst (District 5)
- Doug Burrows (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)

Dave Tupa (District 8), Laurie Groskoph (District 3), and Andrew Limmer (District 12) all had excused absences.

Also in attendance were Kari Lee-Zimmerman and Sharon Fandel of the Wisconsin Department of Natural Resources.

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.”

The primary purpose of this final planning session was to tie up loose ends. Much of the discussion centered on how study committees should be structured beginning sometime in 2013. Those recommendations are detailed under a new strategy (#2) added to the first goal planning table. The committee also chose to make additional final general recommendations on matters not specifically addressed in the strategic plan. That list can be found below beginning on page 20. Finally, the committee formalized its recommendation requesting that the Executive Council take primary responsibility of overseeing strategic plan implementation.

I. DISCUSSION ABOUT OVERLAP/DUPLICATION OF COMMITTEE DUTIES

Strategies #2 and #3 below provide details on new committee recommendations. Also, a new task was added to Strategy #5 (Task a.). The language of that strategy was also broadened to include “organizational leadership.”

Goal #1: What must the WCC do to improve its organizational structure?

The planning committee agreed that most of what is detailed below should begin as soon as the plan is approved by the delegation. However, members also felt strongly that work on the first two strategies should begin as soon as the Executive Council approves the strategic plan presumably at its January 2013 meeting. Strategies under this goal, with the exception of #6, should be completed no later than the end of 2015.

Proposed Strategy & General Timelines	Proposed Task	Initial Responsible Parties	Potential Evaluation Questions and Methods
<p>1. Improve the process of study committee selection and how study committees function.</p> <p><i>Begin discussing this change in early 2013 after the Executive Council approves the plan. Complete the strategy by the end of 2014.</i></p>	<p><i>Annual District Driven Selection Process</i></p> <p>a. <u>Develop an application process for committee delegate selection.</u> The application process should be in addition to the PDQ. Applications should be presented to the district. Maintain practice of district request at that level and at the convention, etc.</p> <p>b. <u>Executive Committee should develop and communicate a list of committee openings.</u> It should be made clear that a person can sit on more than one committee if desired.</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. The district election process should be outlined in the Code of Procedures. (See details below.)</p> <p>d. <u>No more than two people per district can be nominated to sit on a particular committee.</u> If no one from a particular district is interested in sitting on the committee, then the Executive Committee should appoint people to that position. If more than two people are interested in sitting on the same committee within a given district, then who is brought forward as nominees must be decided at the district level. When appropriate, the Executive Committee can establish waiting lists.</p> <p>e. <u>Executive Council and the Executive Committee should decide each year how many members particular committees should have.</u> The top</p>	<p>Rules and Resolutions Committee with the Executive Council</p>	<p><i>Are the most interested and qualified individuals serving on the committee?</i></p> <p><i>How has their committee membership helped advance WCC positions?</i></p> <p><i>Is sitting on these committees helping to keep delegates interested in remaining with the WCC? (retention)</i></p> <p><i>How well do delegates feel changes in the committee membership selection process working?</i></p> <p><i>What are some strengths and weaknesses of those changes?</i></p> <p><i>Has committee work become more efficient and effective as a result of the changes?</i></p> <p>Methods =</p> <ul style="list-style-type: none"> • Surveys of delegates • Focus groups of delegates

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	<p>number should be based on what are the current most popular issues. In many cases, it is recommended that the number of committee members be no more than 24 in order to promote better management of committees.</p> <p>f. <u>Develop and distribute surveys that evaluate committee leadership performance.</u></p> <p>g. <u>Increase Executive Committee from three to five members.</u> Strategic Planning Committee members felt that this was a key step to ensuring a more seamless committee election process at the district level. The Executive Council should provide feedback to the entire delegation about who is being proposed to sit on the Executive Committee. The two at large positions should be elected based on that list of nominees. All five members should have the right to vote at Executive Committee meetings.</p> <p>Note: This proposal was formally approved by the Strategic Planning Committee and will be moved through the WCC organizational review process.</p> <p>h. <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>i. <u>Better communicate what external committee positions are available, when those committees meet, and what is on the meeting agendas.</u> Committee members need to report back to the Congress what happened at these meetings.</p>		

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<p>2. Modify standing committee structure to create greater efficiencies, to improve internal communications, and to save money.</p> <p><i>The Strategic Planning Committee emphasized that strategy #1 above be done before or in conjunction with implementation of this strategy.</i></p>	<p>Note: The Strategic Planning Committee recommends that the following study committees not be modified.</p> <ul style="list-style-type: none"> • Bear • Big Game (except perhaps to change the name to “Deer/Elk Committee”) • Fur Harvest • Great Lakes • Legislative • Migratory • Mississippi River • Outdoor Heritage & Education • Rules & Resolutions • Trout • Warm Water • Wolf <p>a. <u>The current Outreach Committee should be expanded and renamed the “Outreach & Public Relations Committee.”</u> This committee’s chief task will be to implement the public relations initiatives described in the WCC Strategic Plan. The chair of the committee should have experience in public relations and possibly be one of the two at-large members of the five-member Executive Committee and/or Executive Council member. Qualifications for this position will be communicated to the entire delegation. Note: This expansion should be completed no later than July 1, 2013.</p> <p>b. <u>The Forestry, Parks & Recreation Study Committee should be merged with the Private & Public Land Access Committee.</u></p>	<p>Executive Council, Executive Committee, and Study Committee Chairs</p> <p>Note: The Strategic Planning Committee recommends that the Council and Executive Committee set the number of members each committee should have, in most cases from 12 to 24 delegates. Committee sizes could change from year to year depending on the importance of the issues committees address.</p>	<p><i>Are there fewer committees?</i></p> <p><i>How have committee workloads been affected as a result of committee consolidation? (Are committees overworked?)</i></p> <p><i>With fewer committees, has it been easier to more proactively promote resolutions that make sense?</i></p> <p><i>Have the committees that were not altered become more effective and efficient?</i></p> <p><i>Has it been easier to track and keep people informed about what happens to resolutions?</i></p> <p><i>How much money has been saved as a result of committee consolidation?</i></p> <p>Methods =</p> <ul style="list-style-type: none"> • Committee chair surveys • Committee chair focus groups

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	<p>c. <u>Establish an Environmental Study Committee</u> encompassing the following existing committees:</p> <ul style="list-style-type: none"> ▪ Air, Waste, & Water ▪ Wildlife Health & Invasive Species ▪ Habitat (resolutions that would have come to the Habitat Committee could also be forwarded to other appropriate specie specific committees) ▪ Endangered Resources/Law Enforcement (resolutions that would have come to this committee could also be forwarded to other appropriate specie specific committees. Issues/resolutions related to general laws can be referred to the Legislative Committee) <p>d. <u>Merge the Turkey and Upland Game Committee.</u> The new committee should be called Upland Game.</p> <p>e. <u>Eliminate the Hunting with Dog Study Committee.</u> Issues/resolutions that normally go to this committee can be referred to specie specific committees such as Bear.</p> <p>f. <u>Committees modify mission statements to reflect new scope of work.</u></p> <p>g. <u>Clarify committee roles under this new structure in the Code of Procedures.</u></p> <p>Note: All these recommendations were officially (motion and second) and unanimously approved by the Strategic Planning Committee.</p>		
<p>3. Establish a recording stenographer position allowing the organization's Secretary to refrain from taking notes during</p>	<p>a. <u>Develop budget.</u> One possible source of funding could be the money that is saved by consolidating committees. Another could be further reducing or eliminating the need for committee member overnight stays.</p> <p>b. <u>Develop a job description for the position.</u></p>		<p><i>Has the Secretary engaged in and helped to frame important organizational policy discussions as a result of not having to take meeting minutes?</i></p>

Proposed Strategy & General Timelines	Proposed Task	Initial Responsible Parties	Potential Evaluation Questions and Methods
<p>important discussions so he/she can more actively engage in them.</p> <p>Note: The committee unanimously approved a formal motion recommending that the position be created. It stated that it would like to see this be a paid position but acknowledged dollars for it cannot come from the state budget but could perhaps be found through the Friends Group.</p>	<p>c. <u>Develop and initiate a hiring process.</u> Note: Considering the financial constraints the WCC is under, it may possible to find a volunteer willing to fill the role during the annual Convention and Executive Council meetings.</p>		<p><i>Timeliness and accuracy of minutes</i></p> <p><i>Does the stenographer do other things to help enhance internal organizational communication?</i></p> <p>Methods =</p> <ul style="list-style-type: none"> • Interview the Secretary at least once a year to determine whether he/she is more involved in important organizational policy discussions • Determine the Secretary's impact on those discussions • Gauge the level of timeliness and accuracy of minutes by asking delegates for their feedback at the annual conference
<p>4. 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</p>	<p>Outreach & Public Relations Committee</p>	<p><i>How effective do delegates/the public feel the new communication methods are accurately conveying what the WCC does?</i></p>

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	<p>here).</p> <p>c. <u>Delegates increase their volunteer activity in order to better 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><i>Are delegates logging their volunteer hours? If so, is the number of hours increasing over time?</i></p> <p><i>How are delegates using their volunteer hours?</i></p> <p><i>What are the impacts on the people they are reaching?</i></p> <p>Methods =</p> <ul style="list-style-type: none"> • Records of volunteer hours and tasks performed • Surveys of delegates • Focus groups of delegates
<p>5. Foster a more engaged and accountable organizational leadership and 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>Change the times during the annual state convention when the Executive Council and the Executive Committee are elected.</u> Executive Council members should be elected Friday morning of the convention. Executive Committee members should be <u>elected by the council</u> (same process) the <u>Saturday morning</u> of the convention. A Code of Procedure modification will be required to affect this change. (Note: The change will allow council members to think more carefully about who should be elected to the Executive</p>	<p>Rules and Resolutions Committee with the Executive Council</p>	<p><i>Have relevant Code of Procedures changes been made?</i></p> <p><i>If Code of Procedures changes have been made, to what degree are delegates aware of the new definitions/policies?</i></p>

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	<p>Committee.)</p> <p>b. <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>c. <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. Delegates need to make it clearer when they are stating their position versus the Congress’ position.</p> <p>d. <u>Develop and distribute more clear delegate job descriptions</u> (delegate responsibilities; committee responsibilities)</p> <p>e. <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>		<p><i>Has a Code of Ethics been developed?</i></p> <p><i>If a Code of Ethics was developed, are delegates aware of it? Have they received education about it?</i></p> <p><i>Are delegates following the Code of Ethics?</i></p> <p>Methods =</p> <ul style="list-style-type: none"> • Pre and post surveys of delegates related to what is/is not ethical behavior • Focus groups of delegates
<p>6. Restructure the 12 districts (should be done based on geography or population)</p> <p>Note: Committee members agreed by a formal voice vote that this particular item should only be considered after reforms to the committee election process are completed. In essence, the strategy becomes a “Parking Lot” issue to be addressed later.</p>	<p>a. <u>Survey entire delegation at the annual convention</u> (this could be in the form of a referendum). Ask primarily if the delegation thinks there should be a restructuring and if so how that should be done (e.g. based on population, geography, etc.?)</p> <p>Note: If it is decided that this strategy be pursued, additional tasks will be identified at that time.</p>	<p>Rules and Resolutions Committee with the Executive Council</p>	<p><i>To be determined</i></p>

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

Implementation of some aspects of this goal has already begun and will be ongoing throughout the life of the strategic plan. Strategy #1 should be completed as soon as feasible because the Outreach & Public Relations Committee is charged with carrying out several strategic plan tasks.

Proposed Strategy & General Timelines	Proposed Task	Initial Responsible Parties	Potential Evaluation Questions and Methods
<p>1. Designate person and a committee (Outreach & Public Relations Committee) within the WCC to work on public relations.</p> <p><i>Accomplish by July 1, 2013.</i></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>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>d. <u>Approach UW System, etc. to ask them to create a DVD about the WCC.</u></p> <p>e. <u>Create and maintain dedicated WCC website.</u></p> <p>Note: This is primarily a "parking lot" issue that should be addressed later in the planning timetable.</p>	<p>Outreach & Public Relations Committee</p> <p>Technology Committee (formalize this committee)</p> <p>Note: It was suggested by a committee member that if the Executive Committee is to have two more members, one of them could become the public relations coordinator and be chair of the new Outreach/Public Relations Committee.</p>	<p><i>How effective have these methods been in making people more aware of the WCC and what it does?</i></p> <p>Methods = Surveys and Focus Groups</p> <p>Target Groups = Hunting organizations, non – consumptive users, etc.</p>

Proposed Strategy & General Timelines	Proposed Task	Initial Responsible Parties	Potential Evaluation Questions and Methods
<p>2. Help create a County Conservation Alliance where they are desired. (WCC should partner with other groups interested in helping to develop these entities. WCC reports directly to these alliances facilitating better communication at the local level. This also could be a way to help get people to the annual convention.)</p>	<p>a. <u>Work with the DNR to develop a contact list.</u> (DNR club contacts should be part of this list.) b. <u>Develop and show a standard WCC informational presentation.</u> c. <u>Develop and show presentations on hunter, boat, rifle, and pistol safety.</u> (Include in school curriculums.) d. Help these entities <u>find funding</u> to provide per diems, and mileage, meals and hotel room reimbursements.</p>	<p>Outdoor Heritage and Education Committee; Ad Hoc Young Adult Outreach Committee</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? What outcomes have they realized?</i></p> <p>Method = Email survey of alliance members</p>
<p>3. Work on delegate retention and recruitment methods.</p>	<p>a. <u>Seek funds</u> to provide monetary incentives that help keep good delegates and to help cover expenses incurred while on WCC business. 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.) c. Develop a <u>standardized brief</u> outlining requirements about how to become a delegate and delegate responsibilities.</p>	<p>Outreach & Public Relations Committee</p>	<p><i>To what extent is the WCC more representative of age and gender as compared with the state's population?</i></p> <p>Method = Analysis of delegate age and gender characteristics each of the next five years, starting from implementation of new retention and recruitment efforts. After baseline is created, compare data.</p>

Proposed Strategy & General Timelines	Proposed Task	Initial Responsible Parties	Potential Evaluation Questions and Methods
			<p><i>What did those receiving the education learn about the WCC?</i></p> <p><i>How will they/did they use what they learned?</i></p> <p>Method = Survey delegates and their clients. Group interviews and focus groups of clients.</p>
<p>6. Track and communicate the outcomes of resolutions advanced through the WCC process.</p> <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 summarizing the process, the work unit identified specific tasks beginning with item e in the next column.</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>Rules and Resolutions Committee</u> should be charged with coordinating how the resolutions, etc. are tracked.</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>	<p>Rules and Resolutions Committee</p> <p>Note: It was suggested by a committee member that if the Executive Committee is to have two more members, one of them could become the person who is primarily responsible for performing this function and communicating outcomes.</p>	<p><i>Which ones passed the legislator?</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>

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

With the exception of the first strategy, this goal should be pursued beginning in January 2014 and be completed by the end of the strategic planning period in mid-2018.

Proposed Strategy & General Timeline	Proposed Task	Initial Responsible Parties	Potential Evaluation Questions and Methods
<p>1. Take advantage of new programs on a county level created as a result of the Kroll report.</p> <p><i>Begin implementing this strategy immediately</i></p>	<p>a. <u>Play a significant role in the development and implementation of D-Map.</u> Note: The organization is presently creating a committee to address this issue. This committee will determine how the WCC gets more involved in this.</p> <p>b. Become involved in helping to <u>determine county deer management strategies.</u> Take part in county deer management meetings.</p>	<p>Executive Committee, Executive Council, Big Game (Deer/Elk) Committee</p>	<p><i>How often has the WCC been involved with county partners in these matters? What roles have the WCC played? (level of impact)</i></p> <p><i>How have deer management practices improved as a result of the WCC's activity?</i></p> <p><i>What have been the results of the improved deer management practices?</i></p> <p>Method = Surveys of county partners; Testimonials of county partners</p>
<p>2. Working with partners, take an active role in coordination</p>	<p>a. <u>Assign members of similar interests to key positions.</u></p>	<p>Executive Committee, Executive Council</p>	<p><i>What new citizen-based research efforts has the WCC</i></p>

Proposed Strategy & General Timeline	Proposed Task	Initial Responsible Parties	Potential Evaluation Questions and Methods
of citizen – based research.	b. <u>Seek out individuals and potential partner organizations within the DNR and the UW System that have interest in expanding citizen based research.</u>		<p><i>been instrumental in establishing?</i></p> <p><i>What information is coming out of these studies?</i></p> <p><i>How is the new information being used?</i></p> <p><i>What new partnerships have been established due to these efforts?</i></p> <p><i>How are those partners assisting the WCC?</i></p> <p>Method = Interviews with partner organizations; Focus groups with stakeholders that use the citizen – based research</p>
3. Provide educational program and information to youth groups.	a. <u>Develop a list of partner organizations that can help provide educational programming for youth.</u> b. <u>Contact those potential partners to arrange the educational programming.</u> c. <u>Identify Conservation Congress members with educational/teaching backgrounds; people who can help provide the education.</u> d. <u>Create new ways to gather information that can</u>	Outdoor Heritage & Education Committee; Young Adult Outreach Ad Hoc Committee	<p><i>How many Congress delegates have participated in developing or teaching seminars?</i></p> <p><i>How is the WCC collaborating with the partners to provide</i></p>

Proposed Strategy & General Timeline	Proposed Task	Initial Responsible Parties	Potential Evaluation Questions and Methods
	<p><u>be used in educational programming</u> and to recruit youth to attend programs (social networking)</p> <p>e. <u>Work with partners to develop and schedule educational programming.</u></p>		<p><i>this education?</i></p> <p><i>What new synergies are being created between the WCC and these partners that do not relate to providing educational programming?</i></p> <p>Methods = Surveys of partners and delegates participating in the development and delivery of educational programming</p>

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

This goal should be pursued beginning in January 2014 and be completed by the end of the strategic planning period in mid-2018. Voting procedure modifications, however, should be completed as soon as possible after the January 2014 start time. Procedures for tracking and communicating what happens to resolutions advanced through the WCC should also begin as soon as possible.

Proposed Strategy	Proposed Task	Initial Responsible Parties	Potential Evaluation Questions and Methods
<p>1. Track and communicate the outcomes of resolutions advanced through the WCC</p>	<p>a. <u>Rules and Resolutions Committee</u> charged with coordinating the tracking of resolutions.</p> <p>b. <u>Inform delegates and other stakeholders through newsletters, webpage, website, etc. what</u></p>	<p>Rules and Resolutions Committee</p>	<p><i>Which ones passed the legislator?</i></p>

<p>process.</p>	<p><u>happened to the resolutions.</u> (The aforementioned committee would be charged with this task.)</p>	<p>Note: It was suggested by a committee member that if the Executive Committee is to have two more members, one of them could become the person who is primarily responsible for performing this function and communicating outcomes.</p>	<p><i>What was the WCC's role in the successful advancement of the legislation or rule?</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>
<p>2. Modify voting procedures.</p>	<p>a. <u>Develop online voting method.</u> Checks and balances will be needed to make certain that it is done appropriately. Notes: During the October 1, 2012 Strategic Planning Committee meeting, members unanimously passed a resolution to that could make this an option. The committee also suggested that this be done on a trial basis, meaning that the system can be removed if there are issues. The voting could be non-binding. They also emphasized that the only way this will work is for the system to be totally secure. Lastly, committee members stated that online voting could help get younger people more involved with the Congress. They acknowledged that a possible unintended consequence of online voting could be to reduce attendance at the hearings.</p> <p>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.</p>	<p>Rules & Resolutions Committee (work with ad hoc Technology Committee)</p>	<p><i>Are the online voting and polling systems increasing participation in the hearings?</i></p> <p><i>Do the online voting and polling systems help increase the level of discussion on questions both prior to and during the hearings?</i></p> <p><i>Is participation in online voting and polling high across various age groups?</i></p> <p>Methods = Focus groups and group interviews (with delegates and the public who is using the new voting procedures)</p>

<p>3. Increase interest surrounding and participation in the hearings.</p>	<ul style="list-style-type: none"> a. <u>Use online polling to generate interest</u>, especially among younger stakeholders. b. <u>More clearly define the purpose of the hearings</u>. Communicate that statement. c. <u>Clearly state consequences of not attending the meetings</u>. (Do this within the Code of Procedures.) d. <u>Create incentives to attend</u>. (Non-monetary). Make the events more fun, offer food, etc. e. <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. f. <u>Publish the questionnaire online prior to the hearings</u> and request comments/opinions about the questions through the blog/discussion board. g. <u>Market the hearings more widely</u>. More statewide media coverage. Many of the tasks under Goal #2 can be utilized here. h. <u>Educate youth on how they can have more impact on the resolution process</u> (use technology to do this). 	<p>Rules & Resolutions Committee (work with ad hoc Technology Committee)</p> <p>Outreach & Public Relations Committee</p>	<p><i>Has attendance increased due to the measures taken?</i></p> <p><i>Do attendees have a more clear understanding of the hearings' purpose?</i></p> <p><i>Do delegates understand the consequences of not attending the hearings?</i></p> <p><i>Has the increased interest resulted in greater discussion?</i></p> <p><i>Are more youth participating in the hearings? If so, what has been their impact on rules/resolutions development?</i></p> <p><i>Has the increased interest resulted in better potential rules/resolutions that could help improve how the state's natural resources are managed?</i></p> <p>Methods = Develop interview questions to be used at the Spring Hearings; provide opportunities to respond to evaluation questionnaires</p>
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<p>4. Determine to what extent members can advocate for passage of bills. (Can the WCC request sponsorship of a bill?)</p> <p>Note: Following the September meeting, the committee chair sent an email to the WCC legal counsel asking whether delegates could “lobby” for rule changes/legislation as long as what they were advocating for is an official WCC position. The following response was provided by Tim Andryk.</p> <p><i>“The Congress role is that of official advisory body to the State Natural Resources Board. However, even though it is not the main role or responsibility of the Congress, the Congress can lobby legislators on official positions approved by the Executive Council and/or Executive Board in the manner as directed by the Executive Board and invoke their representation on behalf of the Congress in that capacity.”</i></p>	<p>a. <u>Work with Natural Resources Board to determine parameters.</u></p> <p>b. <u>Define more clearly the parameters within the Code of Procedures and other documents meant to guide delegates’ work.</u></p>	<p>Legislative Committee</p> <p>Executive Council & Executive Committee</p>	<p><i>Evidence of coordination with the Natural Resources Board</i></p> <p><i>Completion of Code of Procedures changes</i></p>
<p>5. Provide attendees with short educational</p>	<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></p>	<p>Public Relations Committee/person</p>	<p><i>What was learned by attendees?</i></p>

<p>seminars/presentations on relevant topics.</p> <p>Note: The committee indicated that this should be done in place of the town hall model.</p>	<p>(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>	<p>Outdoor Heritage & Education Committee</p>	<p><i>How do they intend to use what was learned?</i></p> <p><i>How did they use what was learned?</i></p> <p>Methods = Questionnaires distributed to attendees to measure short, medium and long-term outcomes</p>
<p>6. Foster more discussion during the hearings.</p>	<p>a. <u>Encourage more debate on questions</u> before they come to a vote. (Chairpersons should make special effort to do this. He/she could use the blog discussions, polling etc. on Spring Hearing questions as information to help prompt conversation).</p>		<p><i>To what extent do attendees feel debate has increased?</i></p> <p><i>How effective do attendees believe the increased debate has led to a more thoughtful evaluation of the issues?</i></p> <p>Methods = Surveys</p>

II. DISCUSSION ON WHAT MAY BE KEY ISSUES NOT ADDRESSED IN THE PLAN

Other General Strategic Planning Committee Recommendations

Strategic Planning Committee members also made general recommendations that could help address some of the issues being faced by the Congress that are not discussed in detail within the strategic plan. Those items are:

- More aggressively enforce Code of Procedures provisions that call upon delegates to foster better working relationships in their counties with local Wisconsin Department of Natural Resources personnel. (This should be done face to face as much as feasible.)
- When face to face meetings are not feasible with Department of Natural Resources personnel or for WCC committee meetings, encourage the use of teleconferences.
- Educate delegates about what circumstances warrant top down decision making within the organization. **(Note: The Strategic Planning Committee recognizes that in order to more effectively foster a more bottom-up, flat organization, delegates must recognize when that approach is practical and when it is not.)**
- When top down decisions are made, the Executive Committee and Executive Council make it more apparent through organizational press releases, meeting minutes, newsletters, etc. why that approach was used.
- Strengthen methods of tracking official Congress positions with an aim of developing more active support amongst delegates for those positions. **(Note: Strategic Planning Committee members felt a five-member Executive Committee could help with this.)**
- Develop new committee mission statements that encompass broader purposes (include more than just hunting and fishing concerns, etc.)
- Use County Conservation Alliances (when established) as a vehicle to encourage counties to contribute more funds in support of WCC activities. (Developed a standardized way to ask with local delegates taking the lead.)
- Continue to develop and conduct evaluations completed by the delegates on the annual convention. Make changes to the convention as warranted based on evaluations.

III. DISCUSSION ON REFINEMENT OF INTERNAL WCC ELECTION PROCESSES

The only new recommendation made by the Strategic Planning Committee pertained to Executive Council and Executive Committee elections. That recommendation is detailed above under Goal #1, Strategy #5, Task a.)

IV. STRATEGIC PLAN TIMELINES

General timelines are described under each goal question and in some places within tables.

V. PLAN IMPLEMENTATION PROCEDURES

Strategic Planning Committee members formally and unanimously approved a motion recommending that the Executive Council be the chief strategic plan oversight body. Reports will be made at every council meeting during the time the plan is in effect by committee members working on strategic plan related projects. Committee members will work with entities to develop evaluation tools. Liaisons from the Strategic Planning Committee will be available to talk with those entities charged with overseeing or implementing strategic plan strategies. Committee members also stated that any Code of Procedure changes needed to implement the strategic plan should be completed no later than during the 2013 WCC annual convention.