Wisconsin Conservation Congress

2016 Strategic Plan Evaluation Results

WCC District  Leadership Council Meeting
October 8, 2016

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• 88 completed surveys

• Almost 25% return rate (the same as 2015)
Please rank the items below with “1” being the initiative having the most potential impact toward achieving the goal (in bold), “2” being the second most important, etc.
Create greater awareness of the WCC and what it does (through promotion and education).

Overall Rank
(# marking a 1 or 2 ranking on evaluation)

1. Track and communicate the outcomes of resolutions (rules changes, legislation) advanced through the WCC

2. Collect and communicate data on how well the WCC is known and perceived

3. Help create new and support existing county conservation alliances where they are desired

4. Provide more support for delegates wishing to lead educational activities
What other initiatives if any should be taken to achieve this goal?

Themes:

Primary theme was promotion/advertising suggestions through:

- Broader use of social media
- Distribution of more information about the WCC through traditional means (outdoors papers; regular newspapers and newsletters, etc.)
Sample Comments

• “Advertise; create own website.”

• “Present the status of all previous resolutions at the spring hearings. Good, bad or indifferent. The people in attendance should know if their resolutions are still in the pipeline or if they are dead, and why.”

• “Post pictures/videos of delegates with the game they harvested. Not just game but delegates in action. Teaching hunter safety, planting trees, interacting with the public. Include delegates testifying at senate hearings. The public needs to see delegates in action.”

• “The WCC should identify how it differs from the Wisconsin Wildlife Federation. In the engagement of natural resources issues.”
Who should be taking the lead in pursuing the initiatives under this question?

Themes:

- Executive Council (now District Leadership Council)
- Outreach and Public Relations Advisory Committee
- Executive Committee
- Historian/History Committee
Please **rank the items** below with “1” being the initiative having the most potential impact toward achieving the goal *(in bold)*, #2 being the second most important, etc.
Make the Spring Hearings more effective

(1) Increase interest surrounding and participation in the hearings (enhanced promotion, etc.)

(2) Track and communicate the outcomes of resolutions (rules changes, legislation) advanced through the WCC

(3) Provide attendees with short educational seminars/presentations on relevant topics

Overall Rank
(# marking 1 or 2)
What other initiatives if any should be taken to achieve this goal?

Themes

- Promote early and often through existing sportsmen’s clubs (hunting, trapping, fishing, etc.).

- Modify the logistics of the meetings (E.g. start earlier in the evening, online voting, vote at end of meeting, return to caucus format, etc.).

- Promote more widely in various ways.
Sample Comments

• “Any voting should be done at the end of the spring hearing so the people who are just coming to vote will have to stay for the entire meeting to see what they are actually voting on.”

• “Having better explanations for questions that are unclear – a statement from the committee that advanced the question that could help to answer the questions that people raise at the spring hearings.

• “Do something to return to a caucus type format with a free exchange.”

• “Emphasize one citizen’s resolution that changed things – new policies, laws, regulations, etc.; this should be in the meeting publicly.”
Who should be taking the lead in pursuing the initiatives under this question?

Themes:

- Executive Committee
- County Chairs
Wisconsin Conservation Congress Statewide Spring Hearings Attendance (2009-2016)

Source: WCC documents and Green Bay Press Gazette, April 15, 2016
Spring Hearings attendance statewide has been down over the past few years. Why do you as a delegate think this is the case?

Themes:

• Feeling opinion won’t matter even if they come and express it (government will do what it wants anyway)

• Not enough controversial, important issues/WCC is not addressing the important issues

• Not promoted well enough

• Lack of time
Sample Comments

• “When it became a place for voting instead of caucus, there is little incentive to go unless there is a highly controversial issue.”

• “Boring topics. Why separate CDAC meetings? Put CDAC agenda with spring hearing agenda.”

• “No results are presented on the previous year’s resolutions. They feel their voice/idea is going nowhere.”
Sample Comments

• “Questions on spring hearing that have no business on questionnaire unless you have someone at all 72 counties that can properly and accurately explain to attendees (like mining and water issues). This is serious and it must be addressed.”

• “It is not well publicized. The suggestion of putting dates in the hunting/ fishing license was a good one, but other outdoor groups (friends of various state panes, travel pass holders) are also interested groups and more effort should be made to involve them.”
Please rank the items below from most to least important (with “1” being the most important, “2” being the next important, etc.) for the WCC to advance.

- Diversify WCC membership and with it delegate viewpoints
- Assess the short-term outcomes of the County Deer Advisory Councils (CDACs) with the intent of making them even more viable
- Continue to foster communication between WCC leadership and delegates
- Research and establish youth mentoring protocols
- Foster more interaction and discussions in WCC meetings
- Add an Executive Council meeting in the fall (to devote in part to discussing strategic plan implementation issues)
- Create a standing item on all Executive Council meetings for strategic plan related matters
- Other (Please describe “other” using the lines below)
(1) Continue to foster communication between WCC leadership and delegates

(2) Foster more interaction and discussions in WCC meetings

(3) Research and establish youth mentoring protocols

(4) Diversify WCC membership and delegate viewpoints

Overall Rank
(# marking 1 or 2)
What are your other suggestions/comments about the WCC’s current strategic plan and how it is being or should be implemented?

• “Make sure the plan is front and center in decision making.”

• “CDAC's should be used as a tool to raise profile of WCC. Invite speakers from key partners to speak at meetings.”

• “Reaching youth should be the main goal.”

• “Take on the more serious issues related to conservation such as phosphate pollution, invasive species, educating our legislators.”

• “Have each county provide a list of items they are going to do to accomplish these goals in their respective countries.”
• “Develop a legislation committee to improve communication with our legislators.”

• “Team up with other organizations (4-H, public schools). WCC could have a presentation at career day. WCC could develop a program for WI public TV and radio.”

• “Devote a Saturday in the winter or early spring for the hearings so people can allow [for] more time, interactions, and discussions.”

• “We have been told that we should be consistent with citizens resolutions. Yet, this year at least 65 resolutions weren’t formatted properly- no signatures, no phone, no address.”
• “Measure progress, communicate to all.”

• “Need more communication to delegates during the year not just at convention.”

• “Members should get emails on committees meetings-progress.”

• “Concerned about the lack of communication between WCC leadership and county delegate.”

• “Chair people need to step up.”

• “Send notices to all groups that are concerned with conservation of county spring meetings. Diversify- not only hunting.”

• “More work providing for youth delegates.”
Strategic Plan Focus Areas

- Track and communicate the outcomes of resolutions (rules changes, legislation) advanced through the WCC
- Collect and communicate data on how well the WCC is known and perceived
- Increase interest surrounding and participation in the hearings (enhanced promotion, tackle controversial issues, etc.)
- Continue to foster communication between WCC leadership and delegates
How?

• Metrics = essentially doing the things in the previous slide

• Implementation Committee work with other appropriate committees or individuals to get it done (E.g. Historian for tracking changes/communicating successes that show the WCC’s impact)

• Adding this fall meeting was a great step in the right direction that allows for more discussion on the “How?”

• Leadership (continue to cultivate a culture of communication)

• Communicate to delegates and the public successes related to achieving objectives found in the strategic plan
Questions or comments?

Thanks for listening and participating!

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