STRATEGIC PLANNING COMMITTEE REPORT

Terri Roehrig
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GOAL REVIEW

• Committee Reviewed each of the Strategic Plan Goals and associated strategies.
  • Completed – WCC Completed the strategy
  • Not Complete – WCC took no action on strategy
  • Ongoing – WCC took some action and it needs to continue
GOAL STATUS

• 21 Strategies
  • 4 Completed – 19%
  • 6 Did Not Complete – 29%
  • 11 Started and Ongoing – 52%
  • Total - 71% Started
GOAL #1

- **Ongoing**
  - Improve the process of study committee selection and how study committees function

- **Ongoing**
  - Modify standing committee structure to create greater efficiencies, improve internal communications, and save money

- **Completed**
  - Restructure the 12 districts

- **Ongoing**
  - Foster a more engaged and accountable organizational leadership and delegation

- **Did Not Complete**
  - Establish a recording stenographer position

- **Ongoing**
  - Improve information & communication flow related to all WCC activities
GOAL #2

How can delegates create greater awareness of the Wisconsin Conservation Congress?

- Designate person and/or a committee within the WCC to work on public relations
- Help create County Conservation Alliances where they are desired
- Track and communicate the outcomes of resolutions advanced through the WCC process
- Delegates increase their volunteer activity in order to better educate the public about the WCC
- Work on delegate retention and recruitment methods
- Work towards having a WCC delegate on every county Land Conservation Committee

Did Not Complete

Ongoing
Goal #3

- Completed
  - Take advantage of new programs on a county level created as a result of the Kroll report
  - How can the Wisconsin Conservation Congress expand what it does?
  - Provide educational program and information to youth groups

- Directly - Did not Complete
  - Working with partners, take an active role in coordination of citizen-based research

- Indirectly - Completed

Ongoing
Goal #4

What must be done to make the Spring Hearings more effective?

- Track and communicate the outcomes of resolutions advanced through the WCC process
- Modify voting procedures
- Increase interest surrounding and participation in the hearings
- Foster more discussion during the hearings
- Provide attendees with short educational seminars/presentations on relevant topics
- Determine to what extent members can advocate for legislative changes (Can the WCC request sponsorship of a bill?)

Completed: 1
Ongoing: 3
Did Not Complete: 2
RECOMMENDATIONS

1. Re-commit and buy in to whole strategic plan. Use it as a roadmap to follow
2. Every other year review
3. Listen and respect what committees come back with
4. Metrics and measurements - need to identify how we measure ourselves
5. Committees Aligned to WCC Planning Goals
   - Agenda
   - Mission
   - Are we meeting the goals with our committee actions?
   - Wallet size card “Tab K” of WCC
Final Recommendation

- Current Strategic Planning Process is not the best use of time for this volunteer organization and committee is therefore recommending a different approach.
  - Change what we call it to WCC Planning Goals so it is more meaningful to our delegates
  - Long term goals and annual review
  - Creation of yearly goals (Short-term and long-term)