



# HOOSIER CHAPTER STRATEGIC PLAN

2016 - 2020



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# Introduction

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The Soil and Water Conservation Society (SWCS) is a nonprofit scientific and educational organization—founded in 1943— that serves as an advocate for conservation professionals and for science-based conservation practice, programs, and policy. SWCS members around the world include researchers, administrators, planners, policymakers, technical advisors, teachers, students, farmers, ranchers and land owners interested in improving private and publicly owned lands. Our members come from nearly every academic discipline and many different public, private, and nonprofit institutions. SWCS chapters represent the grassroots element of the organization. They conduct a variety of activities at local, state, and provincial levels and on university campuses.

The Society’s mission is to foster the science and art of natural resource conservation. Our work targets conservation of soil, water, and related natural resources on working lands—the lands used to produce food, fiber, and other services that improve the quality of life, which people experience in rural and urban communities. We work to discover, develop, implement, and constantly improve ways to use land that sustains its productive capacity and enhance the environment at the same time.

The Hoosier Chapter was officially organized in 1948 and from that time has been one of the leading Chapters in the nation, winning numerous awards for our professional development and leadership activities. Many of our members have served in leadership roles in the Society (four of our members have been International Society Presidents) and over 50 of our individual members have also been recognized for their outstanding service. We were one of the first Chapters in the Society to fully embrace the idea of strategic planning. Since our first plan 20 years ago, we have successfully used these plans to help the members stay focused on our goals and be an effective voice for soil and water conservation in Indiana.

We pursue our mission through a combination of research, education, and advocacy. Our ongoing activities and special projects are designed to:

- Improve the practice of conservation by fostering the development of state-of-the-art conservation practices and systems.
- Improve conservation policy by bringing science and professional judgment to bear in shaping local, state, provincial, and federal policy.
- Enhance the capabilities of conservationists through training and professional development.
- Sustain the ethic and spirit of professionalism among conservationists through networking and mutual support.

## Vision

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*A professional society that promotes the wise use of soil, water, and related natural resources in Indiana through professional development, collaboration, and advocacy.*

## Priorities

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**Professional Development**

**Networking and Mentoring**

**Partnership and Alliance Building**

**Membership Recruitment and Involvement**

**Advocacy**

# Goals, Key Considerations and Strategies

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## Professional Development

*GOAL 1: We will provide professional development opportunities that meet the needs of members, students, and other professionals.*

### Key Considerations:

- *Members have identified professional development as the most important benefit of membership.*
- *Employers struggle to provide all the technical training needed.*
- *Members need to be the best professionals they can be.*
- *Membership in the society offers many opportunities to develop leadership skills.*

### Strategies:

- *Visit student chapters and colleges to promote the Society and also careers in conservation-related fields.*
- *Hold at least two professional development meetings each year that include CEU opportunities.*
- *Promote participation in regional and international Society activities.*
- *Keep members informed of emerging technology and conservation issues.*
- *Encourage members to participate in leadership development training offered at the regional and international level.*
- *Provide training on the basics of conservation and our SWCS history.*
- *Extend training opportunities to non-members who are in conservation related jobs.*
- *Meet annually with conservation leaders to determine training needs.*

# Goals, Key Considerations and Strategies

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## Networking and Mentoring

*GOAL 2. We will foster a culture of networking and mentoring.*

### Key Considerations:

- *The opportunity to network is a high priority for members.*
- *The society provides social, educational, and professional benefits to members.*
- *Membership in the society connects members to resources and provides opportunities to find solutions.*
- *The society connects members on a local/municipal, state, region, and national level.*
- *It is important to pass on the knowledge and expertise of those who are advanced in their careers.*

### Strategies:

- *Hold regional networking events, such as council meetings.*
- *Provide opportunities for members and their families to socialize with like-minded individuals including tailgating at athletic events, block seating tickets options, etc.*
- *Actively link members with potential mentors by creating a mentor cadre. Providing training and support to both mentors and mentees.*
- *Encourage members to sign up for SWCS on-line social networking opportunities.*
- *Utilize job shadowing opportunities such as the "Walk A Mile in My Boots" program through NRCS.*
- *Include member spotlights in newsletters and on the web.*
- *Investigate and promote opportunities to network with other chapters.*
- *Explore potential projects that would bring members together, e.g. river clean up.*

# Goals, Key Considerations and Strategies

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## Partnership and Alliance Building

*GOAL 3. We will actively seek and maintain alliances with organizations, groups, and individuals that can help us achieve our vision.*

### Key Considerations:

- Partnering with like-minded groups creates a larger voice for conservation.
- Partnerships make more efficient use of limited member resources.
- Increase opportunities for cross-training and building our knowledge base.
- Enhance our perspective and ability to see the bigger picture by presenting multiple points of view whenever possible.

### Strategies:

- Identify opportunities to hold joint sponsored events with other organizations and professional societies.
- Continue to participate in the Indiana Conservation Alliance (INCA).
- Identify opportunities to partner with other organizations and professional societies to offer training.
- Organize events around special areas of interest (e.g. Regional Conservation Partnership Program, Mississippi River Basin Healthy Watershed Initiative, and Great Lakes Restoration Initiative).
- Invite key leaders to attend SWCS activities or events (professors, agency leaders, etc.).
- Look for opportunities to partner with businesses which are bringing new technology and funding to the market.



# Goals, Key Considerations and Strategies

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## Membership Recruitment and Involvement

*GOAL 4. We will recruit, retain, and engage members.*

### Key Considerations:

- *Recognize individuals have limited time and money.*
- *Diverse membership improves knowledge base, provides a broader perspective, and increases credibility.*
- *Continually identifying member needs is important.*
- *Additional members give the society a louder voice.*
- *Students can benefit significantly by attending meetings, becoming members and/or participating in a student chapter.*
- *Members can fulfill personal objectives such as contributing to a larger cause – something bigger than themselves.*
- *Membership offers opportunities to know people on a deeper level.*
- *Membership in professional societies often provides an “edge” in competing for jobs.*
- *SWCS provides opportunities for recognition of professional abilities and other conservation accomplishments.*

### Strategies:

- *Promote the Society’s value to members and non-members.*
- *Identify ways to diversify our membership.*
- *Actively seek opportunities to engage members in the work of the Chapter, such as committees.*
- *Identify new membership pools and methods of approaching potential members.*
- *Find meaningful ways to engage student chapters.*
- *Look for opportunities to create new student chapters.*
- *Increase visibility with all conservation related agencies and organizations.*
- *Maintain an up-to-date website.*
- *Utilize social media to increase visibility of the chapter.*
- *Explore scholarship opportunities for members and non-members.*

# Goals, Key Considerations and Strategies

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## Advocacy

*GOAL 5. We will be a voice for natural resources conservation in the legislative process and public policy.*

### Key Considerations:

- *The future of conservation is influenced and impacted by the legislative processes and policy makers.*
- *Members and the general public need to have an awareness of current issues and trends related to natural resources.*
- *Members want to have a united voice and an opportunity to be proactive.*

### Strategies:

- *Provide a representative to serve on the Indiana Conservation Alliance (INCA) workgroup to identify and support important issues related to the mission of the Society.*
- *Annually solicit member input into the Chapter's policy development using tools such as position statements, resolutions, focus forums, etc. to help identify gaps in needed policy and provide a clearinghouse of important issues.*
- *Explore opportunities to actively collaborate with and provide input to other like-minded organizations' efforts.*
- *Identify issues of importance to the Society and determine the Chapter's level of involvement.*
- *Distribute talking points and important timelines of issues as needed.*
- *Provide training for Chapter members and others on educating legislators and staff.*
- *Utilize website and other technology (Facebook, Twitter, on-line blogs and forums, etc.) to connect members to current topics of interest.*
- *Provide training on "how to contact" your legislator.*

## Chapter Meetings

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The Chapter holds two regular professional development meetings a year to provide training to members and non-members. In addition, the Council meets quarterly.

## Chapter Committees

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Committee participation is encouraged for all members. Some committees meet only a few times a year and others are active throughout the year. Members can be involved as much as their time allows for professional growth and activities. For more information check out the website ([www.hoosierchapterswcs.org](http://www.hoosierchapterswcs.org)) and contact one of the committee chairs, or contact William Elliott, Administrative Secretary at the contact information below.

- Legislation, Public Policy, and Public Affairs
- Professional Development
- Public Information and Education
- Chapter Development and Administration
- Membership Growth and Involvement

## Strategic Planning Committee

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Special thanks to the following individuals for their commitment to planning for the Chapter's future: William Elliott, Becky Fletcher, Curtis Knueven, Susan Meadows, Geneva Tyler, Rafael Vega, and Scott Wagner.

## Strategic Plan Development Coordinator

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Scott Wagner

## Contact Us

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Hoosier Chapter Soil and Water Conservation Society

William Elliott, Administrative Secretary PO Box 70, Kingman, IN 47952

Email: [tbjsj-one@yahoo.com](mailto:tbjsj-one@yahoo.com)

[www.hoosierchapterswcs.org](http://www.hoosierchapterswcs.org)