



Inland Empire Soil and Water Conservation Society

Strategic Plan - July 18, 2005

THEME: Healthy Land, Clean Water . . . For Life

MISSION STATEMENT: The Soil and Water Conservation Society (SWCS) fosters the science and the art of soil, water, and related natural resource management to achieve sustainability. We promote and practice an ethic recognizing the interdependence of people and the environment. (Approved April 19, 1996, by SWCS Board of Directors)

VISION STATEMENT: The SWCS is recognized and respected as an effective advocate for the conservation of soil, water, and related natural resources, particularly on private lands.

The SWCS members are dedicated, informed, and effective conservation leaders. Soil and Water Conservation Society publications and education programs enhance knowledge by generating and sharing information about natural resources. The multi-disciplinary membership blends science and art to create and convey vital conservation information to others.

The SWCS is a sought-after source of knowledge and objective information by researchers, practitioners, policy makers, and analysts. Our international, national, and local models of interdisciplinary examination and action identify new and effective answers to complex conservation issues. The Society anticipates emerging policy issues and is prepared to meet the changing needs of members. Milestones in conservation policy and practice reflect SWCS' continuing contribution and leadership as an advocate for soil and water conservation.

GUIDING PRINCIPLES:

- We promote a stewardship ethic, especially on privately owned agricultural and forest land -- our working land.
- We believe in conservation and responsible use of natural resources.
- We value volunteerism.
- We believe in and value partnerships.
- We respect the rights and responsibilities of private landowners.
- We value trust and honesty.

- We believe in working together as a resource management team with the Board, employees, members, and partners.
- We welcome women and minorities' participation in the organization and their contributions to help build a strong Society.
- We provide leadership to committees, task forces, and staff so that all are effectively utilized and directed toward achievement of the mission and vision.
- We integrate technology into the committee process to expedite communication and decision-making.
- We seek out and facilitate the involvement of members and potential members who work to support the SWCS mission and vision and who can lead the Society into the next decade.
- We develop budgets and an annual work plan which supports the strategic plan and provides leaders with critical financial and other data in a timely fashion to monitor progress.
- We stay focused on the mission, vision, and strategic plan. Therefore, the strategies shown for each of the following objectives will be supplemented with specific action items, assigned responsibility, and completion dates for each SWCS program year.

Objective 1: Promote the importance of conservation on all land, but focus on the importance of private land conservation, regardless of land use. Enhance the concept that the "many products produced on private land are a National Treasure." Shape public policy to support and enhance the management and environmental performance of such land to produce economic and environmental benefits.

Strategies:

- a. Identify, propose, and support research which provides sound science-based knowledge that promises tangible progress toward practical land management systems which are environmentally friendly and economical for the client, and provide for state of the art methods of solving conservation problems.
- b. Become the voice of the soil and water conservation movement in partnership with other associations/societies/the private sector and others.
- c. Build a broad based coalition to increase local support for conservation,
- d. Engage new constituencies in the partnership who have not traditionally been involved in soil and water conservation,
- e. Host or champion a series of events to provide focus on critical conservation issues
- f. Communicate the conservation story through the Chapter newsletter, website and local news media,

- g. Seek methods for IESWCS to utilize news media, internet, and other communications media to inform key targeted audiences
- h. Seek ways to be recognized as a local contact for interactive soil and water conservation information, and
- i. Consider actions which may be needed, including bylaw revision, to assure the Chapter attracts and encourages conservation policy leaders to become and remain active members of the SWCS board, or an advisory policy group for the board.

Objective 2: Support and emphasize the need for a highly effective conservation infrastructure that integrates research, technology development and transfer, education, and technical advice to assist landowners and communities manage and sustain natural resources. Emphasize the need for properly sized, well trained, multi-disciplinary, highly skilled, and respected conservation workforce, both in the public and private sector, as the foundation of that infrastructure.

Strategies:

- a. Identify and facilitate actions to become a catalyst for the development and transfer of state-of-the-art conservation technologies and systems to ensure conservationists can provide technical guidance based upon sound science.
- b. Provide opportunities to develop and improve technical skills of conservationists.
- c. Provide opportunities to develop and improve knowledge of, and skills in the social sciences to assure a blend of sound science and societal concerns.
- d. Provide opportunities to develop and improve skills in "listening to the land and water" where it is heard the best -- at the local level in locally led initiatives.
- e. Provide opportunities to develop and improve the chapter resulting in professional improvement of members.
- f. "Champion" education programs to prepare people for the CPESC designation. Coordinate with others to increase the number of people holding the CPESC designation.
- g. Support youth education in conservation and responsible use of natural resources, and promote successful programs.

Objective 3: Provide key member services to ensure individuals see membership in the Society as a relevant and important source of help to sustain and build support for the conservation of private land and for the conservation profession. Provide services to members and chapters to assist them in locally furthering the conservation profession and the theme, mission, and vision of the Society.

Strategies:

- a. Involve members in identification of current resource issues, desired changes, the position of the Society, and dissemination of the information at the chapter level.
- b. Identify key member services from the Chapter and National SWCS to deliver those services effectively. Focus on those services SWCS is uniquely able to deliver
- c. Diversify membership and attract new members by emphasizing current member multi-disciplinary expertise and by instituting basic marketing strategies as part of the operating process.
- d. Improve and promote student scholarships and fellowships.
- e. Based upon recommendations of the Membership Committee, set annual goals for Society growth, new membership, and retention.
- f. Membership Committee and Chapter Development Committee will help overcome obstacles in membership and chapter development and will identify needed member services.
- g. Seek funding sources from partners and foundations to help defray costs of attendance for members, particularly students, to conferences such as the annual conference.

Objective 4: Be recognized regionally as a conveyer of many disciplines that helps identify issues, facilitates discussion of the issues, and utilizes multi-disciplinary membership to provide conservation assistance.

Strategies:

- a. Facilitate technology transfer regionally.
- b. Implement new ways to use the Internet for interactive communication purposes.
- c. Through SWCS Committee suggestions, collaborate with the adjacent Chapters of the SWCS.