



**The Wisconsin Section  
Central States  
Water Environment Association**

*Wisconsin Section membership will take a proactive leadership approach to promote, preserve, and protect the water environment.*

**Strategic Planning Committee Meeting Summary**

**August 16, 2000**

**11:00 am – 2:30 p.m.**

**Madison Metropolitan Sewerage District**

**Dan Busch – Committee Chair**

The purpose of the meeting was to present and discuss the goals and implementation steps developed by the seven work groups. Each group was given five minutes to present their information and then the floor was opened for discussion on each group's goals. The discussion was wide ranging and many times covered areas, which were not directly related to the task of evaluating the work group products. At the end of the meeting, the members of the Strategic Planning committee ranked the goals and implementation steps under each work group. Tom Steinbach was invited to the meeting as the WWOA/Wisconsin Section liaison. He became a voting member as the result of participating in the discussion and evaluation. T. Bunker was not able to attend the meeting, so there were ten voting members with six votes each. The following summarizes the results of the ranking process by work group.

**Increase Membership and Enhance Participation**

*(Work Group Leader, Paul Nehm – 608-222-1201 Ext 252, [pauln@madsewer.org](mailto:pauln@madsewer.org))*

**(7) Increase new members by 8% per year**

**Student-related Activities:**

Work with university and technical faculty (UW-Green Bay, UW- Madison, UW-Platteville, UW-Stevens Point, Marquette University, Moraine Park Technical Institute, and Milwaukee School of Engineering graduate program) to promote membership. Identify a faculty member at each school to be the main contact. Consider all environmental programs, not just engineering.

Provide a subsidy for WEF membership for students.

Make an effort to promote to students the seminars we sponsor and cosponsor.

Host a student reception at the Central States annual meeting

Provide opportunities for members to interact with students – discuss projects, the workplace environment, etc.

### **Non-student-related Activities:**

Contact employers (consulting firms, manufacturing firms and vendors, utility managers, regulatory agencies) to promote membership.

Ask current members who are employees of water/wastewater organizations to identify and mentor potential members.

Target younger employees of water/wastewater organizations.

Consider joint sponsorship of seminars (such as on TMDL's) with the American Water Resources Association, the Federation of Environmental Technologists, SETAC, and AWWA.

Provide a way to recognize new members at conferences and seminars.

Determine how to increase diversity within the organization.

Provide a subsidy for the first year of WEF membership for non-students.

Sponsor a seminar once per year aimed at WWTP operators. Operators would make presentations to operators. Coordinate with WWOA.

### **(5) Increase participation of current members.**

Provide current members (possibly start with the membership committee and the board) with a list of five new members to personally contact at various times of the year (Invite to annual business meeting, invite to annual conference, invite to committee meetings, etc.)

Ensure that each committee has a chair and a vice-chair to provide for succession.

Consider creating a Wisconsin Section newsletter.

Increase the number of committees and the scope of committees.

Have information on committees available at the annual conference and seminars. Provide an easy way for anyone to volunteer to be a member of a committee.

Determine why some members who were active in the past are no longer active. Retain their knowledge and enthusiasm.

Encourage committees to hold more teleconferences. This may provide opportunities for more involvement.

Encourage committees to meet at the annual conference or other seminars.

Encourage committees to post their meeting minutes on the website.

Ask non-active members who attend the annual conference to serve on a specific committee. Do the same for those who attend specialty conferences.

Conduct an orientation for first time attendees at the annual CSWEA conference.

Host a reception for water/wastewater treatment personnel at the annual conference.

Consider joint board meetings with the Illinois and Minnesota section boards.

Consider revising the format of the November business meeting to increase participation.

Consider moving the sites of some of the seminars to make it easier for some members to attend.

## **Improve Public Awareness**

(Work Group Leader Tom Sigmund 414-272-1052 Ext 568, [tsigmund@ch2m.com](mailto:tsigmund@ch2m.com))

### **(6) Use a marketing approach to promote the organization externally**

Develop a speaker's bureau

Identify key environmental contacts with the media and maintain those contacts

Enhance Water Source Book distribution and use

Obtain administrative services help to assist with promoting the organization

Team with universities/technical colleges to get student help to assist with our public awareness projects

More aggressively promote our successes (organizational and individuals)

Volunteer to serve as a judge at a science fair

Develop new promotional materials to convey the Section's missions & activities, our accomplishments, and our people

Apply for grants for use in public education projects

Co-sponsor community environmental clean-ups

Apply for awards that are given outside our organization

### **(3) Support personal development to help us better convey our ideas to others**

Utilize WEF training materials and seminars to help our members in professional development

Allocate money for Board training in communication, planning, and management issues

Improve the visibility and desirability of serving on the Board and as a committee chair to encourage better participation from the membership

Train our people to be comfortable interacting with the media (conduct a training session every 2 years)

## **Recognition of Members**

***(Work Group Leader Carol Strackbein 414-365-2231, [cstrackbein@fluids.ittind.com](mailto:cstrackbein@fluids.ittind.com))***

### **(7) Recognize WI Section members for outstanding service and/or achievement within the organization or industry.**

Continue to promote and solicit qualified nominations for all WI Section and CSWEA awards.

Implement public presentation of service awards by a Central States officer whenever appropriate or acceptable.

Send a letter of appreciation annually to employers for member service to Central States by Wisconsin Section Committee Chairs and Officers.

Award or provide a CSWEA "Service" plaque or "Key Supporter" plaque to the municipality or utility for some decided number of years (5 years?) of continuous support to Central States.

## **Improve Administrative Functions**

***(Work Group Leader Ken Sedmak 920-208-0296, [ksedmak@donohue-associates.com](mailto:ksedmak@donohue-associates.com))***

### **(5) Promote Interaction with "Like" Organizations**

Assign an ad-hoc committee that would determine "Like" organizations that would cooperate with the Section.

The ad-hoc committee would recommend a section committee or liaison to work with the "Like" organization.

The committee or liaison would develop a relationship to consider joint membership and/or meetings and seminars with the "Like" organization.

The committee or liaison would jointly work together on the Internet or other forms of communication to develop goal and strategies for mutual benefit of the memberships.

Section Boards meeting at the annual conference in May to exchange day to day activities between State Sections.

### **(3) Adequately Finance the Section**

Maintain a treasury balance of \$6-12,000 for financing section sponsored activities.

Develop and approve an annual budget.

Gain revenue from section sponsored conferences by providing a conference budget showing a 10-15% revenue gain.

Secure and review on an annual basis membership dues paid to the Section from Central States and recommend an allocation.

Apply for available grants from Central States.

Explore grants from outside organizations.

Sell Wisconsin Section designated goods (T-shirts, polo shirts, pins, etc.)

## **(2) Conduct Strategic Planning**

Section Chairman is to appoint a strategic planning an-hoc committee composed of new and veteran members to review and update the Strategic Plan every 3 years. Next update in the year 2003.

Committees shall develop strategic goals for presentation at the August meeting for approval by Board.

The Board shall annually review at the May meeting committee activities of the previous year to determine if the Strategic Plan goals are being met.

Publish the strategic plan for membership information and to solicit membership comments on the Central States Internet Web site. Solicit comments through the WISILLMINN with a mail back survey.

## **(2) Improve Day to Day Operation of the Section**

Each committee is to develop a work plan to implement goals. The work plan will show tasks and milestones dates to accomplish the tasks.

Each committee will conduct meetings and provide quarterly reports to the Section Board before the quarterly meetings.

The Section Board Chairman will prepare a "State of the Section" report and publish on the Central States Internet Web Site and WISILLMINN.

The Constitution, Bylaws and Statement of Policy will be published for easy access.

The section as the main communication link for information and work plan review will use the Central States Wisconsin Section Web site.

A CSWEA paid staff member will maintain the Wisconsin Section Web Site.

Refine and better define the roles of the Board members.

Each committee will have a Chairman and a Vice-Chairman. The committees will submit a recommendation for a Chairman and Vice-Chairman at the February meeting for approval by the Section Board.

Investigate the cost of a Wisconsin Section List Server.

## **Regulatory and Environmental Issues**

***(Work Group Leader Dan Lynch 608-755-3116, [lynchd@ci.janesville.wi.us](mailto:lynchd@ci.janesville.wi.us))***

### **(4) Monitor Development of Water Environment Regulations**

Become involved in the development and implementation of new environmental regulations.

Be a strong advocate for building consensus in new regulations by explaining to regulators and legislators the impact new regulations have on municipal wastewater operations.

Advocate that new regulations are based on good science and show benefit based on risk assessment and cost effectiveness.

Develop a strong, active State Section Government Affairs Committee that has primary responsibility for review of water environment regulations.

This committee will autonomously review and take positions in support of or opposition to new regulations in the name of the Wisconsin Section.

Develop a mechanism to inform the membership of significant new environmental regulations.

## **Promote Education and Training**

*(Work Group Leader - Rick Norris 414-224-6044, [rnorris@norris-assoc.com](mailto:rnorris@norris-assoc.com))*

### **(6) Identify needs and preferred methods of training delivery and acceptable costs.**

Identify technical and non-technical training needs of members and non-members.

Identify short-term and long-term education and training needs.

Conduct survey of membership every 5 years or some other interval deemed appropriate.

### **(4) Promote partnership with other groups to foster and enhance education and training opportunities.**

Initiate or renew partnerships with AWWA, WWOA, WRWA, DNR and others to best and most effectively meet the education needs of Wisconsin Section members.

## **Improve Conference Participation and Attendance**

*(Work Group Leader – Tom Krueger 262 375-5330, [tj@axisnet.net](mailto:tj@axisnet.net))*

### **(4) Promote increased attendance at the annual conference by members, non-members and students.**

Explore possible subsidy (coupon?) to be made available to any irregular conference attendees. This coupon could be sent with every registration packet sent out and be applicable to any person who has not attended the conference over the last 2 or more years.

Identify or designate an “Operator’s Day” at the annual conference and provide a reduced rate for one-day attendance by operators.

Provide and advertise a free 1-year membership in Central States to any non-member who pays a full registration to the Annual Meeting.

Perform pre-conference survey (personal phone calls) of targeted members who have not registered to attend the Central States Annual Meeting.

### **(2) Promote “operator challenge” participation or attendance at the CSWEA Annual Conference.**

Encourage or subsidize WWOA operator challenge team participants to attend the CSWEA Annual Meeting.

---

---

The ranked goals are listed in order of importance as follows:

1. Increase new members by 8% per year (7)
2. Recognize WI Section members for outstanding service and/or achievement within the organization or industry. (7)
3. Use a marketing approach to promote the organization externally. (6)
4. Identify needs and preferred methods of training delivery and acceptable costs. (6)
5. Increase participation of current members. (5)
6. Promote Interaction with “Like” Organizations (5)
7. Monitor Development of Water Environment Regulations (4)
8. Promote partnership with other groups to foster and enhance education and training opportunities. (4)
9. Promote increased attendance at the annual conference by members, non- members and students. (4)
10. Support personal development to help us convey our ideas to others. (3)
11. Adequately Finance the Section. (3)
12. Conduct Strategic Planning. (2)
13. Improve Day to Day Operation of the Section. (2)
14. Promote “operator challenge” participation or attendance at the CSWEA Annual Conference. (2)

I would like to share one observation that I made while putting this together. I think that goal #14 is really an implementation step under goal #9 and compliments the concept of a “Operators Day” at the CSWEA Annual Conference. This work group may want to consider this consolidation.

I'd like to see each work group spend some time defining and refining the implementation steps for each of their goals that scored a “4” or higher. This will result in nine strategies being developed further. Some work groups may have more than one goal in the “4” or above ranking, in this case I would suggest you concentrate on the highest ranked goal first. In the situation where a goal has more than four-implementation steps, it maybe best to identify the top four implementation steps that you feel will best support the success of reaching the goal.

Other information the work groups will want to consider during their deliberations include:

**“Urgency”**, how soon should the goal and the associated implementation steps be addressed in the strategic plan,

**“Cost”**, what is the estimated cost to implement the steps for each goal,

**“Who”**, can the goal and implementation steps be carried out by an existing committee or should a new committee be developed to ensure the goal is carried out.

I'm envisioning each work group to get together in the next month and produce the information above. Good Luck with your follow-up work on goals, we've come a long ways in a short time and still can realize our initial timetable. Thank you for your perseverance thus far.