



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

Report on the Status of the Wisconsin Section Strategic Plan

November 13, 2002

The Wisconsin Section Strategic Plan was developed to provide direction to the WI Section membership in support of the CSWEA Plan. The Plan was approved at the annual CSWEA meeting in May 2001. The initial planning period is for the years 2001 through 2003. The Plan expresses specific goals and strategy's to be implemented during the planning period to develop membership and increase member participation in the affairs of the Wisconsin Section of CSWEA.

The following reports on the status and progress that has been made on each goal in the plan over the past year. Input on the progress of this initiative was solicited from board members, committee chairpersons and original strategic planning committee members.

GOAL: Increase Membership and Enhance Participation

Strategy – Increase New Members by 8% Through Student Related Activities

Responsible Party – Student Activities Committee

Progress Reported:

- Dr. Aga Razvi is the current Chair for this Committee. The committee has not been very active
- Task 1 - Developing university faculty contacts throughout state – **We have student chapters in Platteville and Stevens Point and are making contact with Marquette University in Milwaukee to form a Student Chapter.**
- Task 2 - Promote Seminars and develop student rates – **Progress unknown**
- Task 3 - Provide a student membership subsidy – **Progress unknown**

Strategy – Increase New Members by 8% Through Non-student Related Activities

Responsible Party – Membership Committee
Public Awareness Committee
Member Services

Progress Reported:

- Ken Sedmak has taken over as the Chair of the Membership committee. After years of committee inactivity, Ken is getting the committee functioning again. A first step was getting the Wisconsin Section membership roster

available on the web site and contacting new members to welcome them to the Section. The Public Awareness Committee Chair is Steve Godfrey. This Committee is accomplishing some of its objectives.

- Task 1 - Contact environmental firm employers to promote membership – **Progress unknown**
- Task 2 - Solicit recruiting help from current members – **Progress unknown**
- Task 3 – New member recognition – Some thoughts to meet this task have been (1) A special designation on badges for annual conferences (2) Letter of recognition to new Member's employer. (3). Display new member listing on WI-CSWEA promo board. (4) Membership pin with year. – **No progress on these activities.**
- Task 4 – Increase membership diversity – **Progress unknown**

GOAL: Increase Membership and Enhance Participation

Strategy – Increase participation of current members

Responsible Party – WI Section Board
Membership Committee
Public Awareness Committee

Progress Reported:

- The WI Section Board consists of Chair John Olson, Vice-Chair Tom Sigmund, Secretary / Treasurer Bill Marten, Past-Chair Dan Busch and Trustee Carol Strackbein. The Membership Committee and the Public Awareness Committee have been previously described.
- Task 1 - Provide new members list to current members for internal mentoring – **Progress unknown**
- Task 2 – Insure that each committee has a Chair and Vice Chair – **The WI Section Vice-Chair is working on this.**
- Task 3 – Increase the number and scope of committees – **The Wisconsin Section Board formed two new committees; the Student Activities Committee and the Public Awareness Committee. These committees are chaired and are beginning their functions. The Student Activities Committee has not had much activity.**
- Task 4 – Develop committee information and volunteer forms – **Each Committee has a charge and description of activities**
- Task 5 – Encourage Committee Meetings, progress reports – **The Board has continued its support and encouragement of committee action. Some committees are more active than others.**
- Task 6 – Website postings of committee meetings – **A web page is available for committee postings. All committee reports submitted to the Secretary/Treasurer are posted on the web site and the Government Affairs Committee utilizes the web site for its information.**

GOAL: Improve Public Awareness

Strategy – Use a Marketing Approach to Externally Promote the Organization

Responsible Party – Public Awareness Committee
Membership Committee

Progress Reported –

- The Public Awareness Committee and the Membership Committee have been previously described.
- Task 1 – Develop promotional materials – **A Section display was created and progress is being made on a Section brochure.**
- Task 2 – Identify media contacts – **Carl Michels is preparing press releases.**
- Task 3 – Develop WI Section Speaker's list – **No progress reported .**
- Task 4 – Aggressively promote CSWEA members and activities. **No progress reported.**

GOAL: Promote Education, Training & Professional Development

Strategy – Identify Needs / Preferred Methods of Training Delivery and Acceptable Costs

Responsible Party – Member Services Committee
WI Section Board
Membership Committee

Progress Reported –

- The WI Section Board, Member Service Committee, and Membership Committee have been previously described.
- Task 1 - Identify technical and non-technical training needs – **Survey needs to be conducted before CSWEA annual meeting.**
- Task 2 - Identify short-term and long-term training and education needs - **Survey needs to be conducted before CSWEA annual meeting.**
- Task 3 – Wisconsin Section Satisfaction Survey – **No progress reported.**

Strategy – Promote or Maintain Partnerships with Other Groups to Enhance Training Opportunities.

Responsible Party – WI Section Board

Progress Reported –

- The WI Section Board has been previously described.
- Task 1 – Initiate and Renew Partnerships with other organizations – **The Section continues partnerships with Wisconsin Water Association, Wisconsin Wastewater Operators Association, and Wisconsin DNR to promote training opportunities.**

GOAL: Increase Recognition of Members

Strategy – Recognize WI Section Members for Outstanding Service or Achievement

Responsible Party – WI Section Board

Committee Chairs

Progress Reported –

- The WI Section Board has been previously described.
- Task 1 - Promote and solicit nominations for prestigious awards – **Dan Busch is serving as Chair for Nominations Committee. Award nominations are due by Dec 1, 2002. All Chairs of committees charged with providing nominations for Section or CSWEA Awards are to submit their nominations to Dan by this date.**
- Task 2 – Implement Public Presentation of Awards – **Most of the awards presented at the May 2002 CSWEA Annual Meeting were presented publicly to Wisconsin Section members at their place of employment.**
- Task 3 – Letter of Appreciation for service to member employers – **No progress reported.**

GOAL: Improve Administration Functions

Strategy – Promote Interaction with Like Organizations

Responsible Party – WI Section Board

Progress Reported –

- The WI Section Board has been previously described.
- Task 1 – Cooperation with “Like Organizations” – **Through Tom Krueger, The Wisconsin Section discussed a joint Safety Committee with WWA. Even though we did not create a joint committee, it led to a new chair and committee for the Wisconsin Section Safety Committee.**
- Task 2 – Coordinate meetings with other State Sections – **A coordination meeting was held at the 2002 CSWEA Annual Meeting and will be repeated at the 2003 meeting.**

GOAL: Improve Conference Participation and Attendance

Strategy – Promote Increased Attendance by Members, Non-Members and Students

Responsible Party – Member Services Committee
WI Section Board

Progress Reported –

- The Member Services Committee and the WI Section Board have been previously described.
- Task 1 – Coupon subsidy offer to conference attendees – **Progress unknown.**
- Promote an Operators day at annual conference - **Progress unknown.**
- Task 3 – Provide a free one-year membership to non-members paying a full registration at the Annual Meeting - **Progress unknown.**

GOAL: Involvement in Regulatory & Environmental Issues

Strategy – Monitor development of Water Environment Regulations

Responsible Party - Government Affairs Committee

Progress Reported –

- The Government Affairs Committee is chaired by Dave Taylor. The committee's report is shown in the November meeting reports package.
- Task 1 - Develop a Committee that actively reviews environmental regulations and provides technical guidance – **The committee has made great strides on this task in 2002. The reports are comprehensive, informative and timely.**
- Task 2 – Autonomously review new and pending environmental regulations - **This task is a continuing process.**
- Task 3 – Become actively involved in the development of new environmental regulations – **Wisconsin Section members are appointed to regulatory task forces and committees dealing with regulations. A list of members has been prepared.**

This report is respectfully submitted to the Wisconsin Section for the Annual Business Meeting held at the Country Inn Hotel in Waukesha, WI on November 13, 2002.

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Vice Chair