



The Wisconsin Section
Central States
Water Environment Association

Report on the Status of the Wisconsin Section Strategic Plan

November 13, 2003

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 strategies to be implemented during the planning period to develop membership and increase member participation in the affairs of the Wisconsin Section of CSWEA. The plan will be due for formal review, refinement and updates beginning in May 2004. This review will help ensure the plan goals and strategies continue to aim for the planned effect.

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 other Wisconsin Section members as appropriate.

GOAL: Increase Membership and Enhance Participation

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

Responsible Party – Student Activities Committee

Progress Reported:

- Dan Busch is the new Chair for this Committee. Committee activity has picked up since last years update on the strategic plan. Combining of the Young Professionals Committee with this Committee has been suggested and is in the works.
- Task 1 - Developing university faculty contacts throughout state – **We have student chapters in Platteville and Stevens Point. Milwaukee Area Technical College has expressed interest in a Student Chapter and has been contacted.**

- Task 2 - Promote Seminars and develop student rates – **Under discussion at committee level.**
- Task 3 - Provide a student membership subsidy – **Student memberships are being paid for.**

GOAL: Increase Membership and Enhance Participation

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

Responsible Party – Membership Committee
Public Awareness Committee
Member Services Committee

Progress Reported:

- Ken Sedmak is the Chair of the Membership committee. Ken and the committee have been busy getting the committee functioning again. They are working to contact new members to welcome them and encourage them to be actively involved.
- The Public Awareness Committee Chair is Steve Godfrey. This Committee is making progress in accomplishing some of its objectives.
- A Member Services Committee as discussed within the strategic plan has not yet been created. The need for this committee should again be reviewed during the strategic plan review.
- A database should be developed to track membership levels toward the 8% growth goal.
- Task 1 - Contact water environmental firm employers to promote membership – **A recruitment program is being discussed.**
- Task 2 - Solicit recruiting help from current members – **Current members are encouraged to promote our organization and its benefits. Members are being surveyed for ideas on recruitment. Delinquent members are being contacted to ask them to rejoin or ask why they are leaving.**
- 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 reported on these activities.**
- Task 4 – Increase membership diversity – **A planned telephone survey of members should include some questions related to diversity.**

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 Tom Sigmund, Vice-Chair Michael Pierner, Secretary / Treasurer Bill Marten, Past-Chair John Olson and Trustee Tom Krueger. The Membership Committee and the Public Awareness Committee have been previously described.
- Task 1 - Provide new members list to current members for internal mentoring - **Mentoring program is under discussion and the membership roster is planned to be available on the web site.**
- 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. Both of the committees are up and running.**
- Task 4 – Develop committee information and volunteer forms – **Each Committee has a charge and description of activities. Committee volunteers are encouraged.**
- 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. All committees are encouraged to submit their reports to the Secretary/Treasurer.**

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 – **Progress is being made on a Section brochure which will help inform.**
- Task 2 – Identify media contacts – **Press releases are being done. Committee has been looking into how to get more media attention.**
- Task 3 – Develop WI Section Speaker's list – **A speaker's bureau has been discussed.**
- 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 – **A telephone survey of members is planned (in cooperation with CSWEA) to ask for information on how the Wisconsin section can best meet their needs.**
- Task 2 - Identify short-term and long-term training and education needs - **A telephone survey of members is planned to ask for information on how the Wisconsin section can best meet their needs.**
- Task 3 – Wisconsin Section Satisfaction Survey – - **A telephone survey of members is planned to ask for information on how we are doing.**

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 – **John Olson is serving as Chair for Nominations Committee. Award nominations are due by Dec 1, 2003. All Chairs of committees charged with providing nominations for Section or CSWEA Awards are to submit their nominations to John by this date.**
- Task 2 – Implement Public Presentation of Awards – **Some of the awards presented at the May 2003 CSWEA Annual Meeting were also presented publicly to Wisconsin Section members at their place of employment. When appropriate we should aim to do more of this.**
- 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” – **“Like Organizations” need to be identified and a committee or liaison established to work with these organizations and explore joint meeting and seminar opportunities.**
- Task 2 – Coordinate meetings with other State Sections – **A coordination meeting was held at the 2002 CSWEA Annual Meeting but not at the 2003 meeting. Consideration should be given to again getting together at the 2004 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 – **Under discussion at committee level.**
- Task 2 - Promote an Operators day at annual conference – **The technical program committee is attempting to offer more topics of specific interest to operators to attract more of them.**
- Task 3 - Provide a free one-year membership to non-members paying a full registration at the Annual Meeting - **Under discussion at committee level but dues structure through WEF may make implementation and administration difficult.**

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 continues to make great strides on this task in 2003. 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.**

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, 2003.

Michael J. Pierner
Vice Chair