

**The Wisconsin Section  
Central States Water Environment Association  
Report on the Status of the Wisconsin Section Strategic Plan 2000-2003**

November 11, 2004

The Wisconsin Section Strategic Plan was developed to provide direction to the Wisconsin Section membership in support of the CSWEA Plan. The Plan was approved at the annual CSWEA meeting in May 2001. The initial planning period was 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 Strategic Plan is currently under review and final recommended changes will be provided prior to the winter Wisconsin Section Board meeting.

The attached report includes comments on the current implementation status and progress for each strategy and action item contained in the 2000-2003 Strategic Plan. Input on each action item was solicited from board members, committee chairpersons, and others identified as responsible parties for implementing the plan. Where appropriate, I've indicated whether the specific action items are recommended to be retained or deleted in the 2004-2007 Strategic Plan Update.

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 17, 2004.

Respectfully Submitted by:

Randall A. Wirtz  
Vice Chair, Wisconsin Section of CSWEA

Attachment: Strategic Plan Update Table

**WISCONSIN SECTION STRATEGIC PLAN - 2000-2003**  
**PROGRESS REPORT - November 2004**  
**Randy Wirtz, Vice Chair**

**Goal: Increase Membership and Enhance Participation**

Strategy – Increase new members by 8% per year - Student-Related Activities

<b>Implementation Steps</b>	<b>Responsible Party</b>	<b>2004 Update/Comments/Status</b>
Work with university and technical faculty to promote membership. Identify a faculty member at each school to be the main contact. Consider all environmental educational programs, not just engineering.	<b>Student Activities Committee.</b>	Faculty have been identified at some of the Milwaukee based universities and technical colleges. Also have a contact at UWGB.
Make an effort to promote the seminars we sponsor and cosponsor to students. Establish student rates for all seminars and workshops. Consider student grants.	<b>Student Activities Committee.</b>	Will take steps to make sure the universities are notified of all appropriate seminars. This year's budget includes money for student grants to the student chapter members.
Provide a subsidy for WEF membership for student chapters. WEF student membership is \$30, which includes member association dues. Estimate \$30/ student and five students per chapter (4) the first year.	<b>Student Activities Committee</b> \$600 grant available from CSWEA. Allocate \$150 to each student chapter in 2001/2002.	This has been enacted for the two present student chapters. Money is also available to support one additional chapter each year. The \$600 CSWEA grant is not currently available and likely won't be for some time.

**Goal: Increase Membership and Enhance Participation**

Strategy – Increase new members by 8% per year - Non-Student-Related Activities

<b>Implementation Steps</b>	<b>Responsible Party</b>	
Contact employers (consulting firms, manufacturing firms and vendors, utility managers, regulatory agencies) to promote membership.	<b>Membership Committee</b> Develop written information on what the organization does, committee structure, etc. This should be coordinated with the <b>Public Awareness Committee</b> . The size of the Membership Committee should be increased to make the contacts effective.	No progress reported from the Membership Committee. The Public awareness Committee has developed a draft (nearly complete) Wisconsin Section informational brochure that can be mailed out.
Ask current members who are employees of water/wastewater organizations to identify and mentor potential members.	The <b>Membership Committee</b> will promote this among all members. The committee should act as a clearinghouse to track what mentors are doing and provide ideas for others.	No progress reported.
Provide a way to recognize new members at conferences and seminars.	The <b>Member Services</b> will do this. Current members should be encouraged to look for new member attendees and welcome them. Suggestion is to use red letters on the name tags of new members.	No progress reported.
Increase diversity within the organization.	<b>Student Activities / Membership Committee</b> In addition to increasing diversity as traditionally defined, we should also increase the number of members from professions not traditionally included in WEF.	No activity, this action plan will be dropped from the Strategic plan.

## Goal: Increase Membership and Enhance Participation

Strategy – Increase Participation of Current Members

Implementation Steps	Responsible Party	
Provide current members 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.)	<b>WI. Section Board / Membership committee.</b> Perhaps add committee chairs and the “elder statesmen” of the organization as contacts for more information.	Not yet done. Consider dropping from the Strategic Plan.
Ensure that each committee has a chair and a vice-chair to provide for succession.	The <b>WI Section Vice Chair</b> is responsible for this.	Tom Sigmund has been working on this and Randy Wirtz will continue as Vice Chair. A couple of committees are still without chairs and more don't have vice chairs. New committee chairs include Mike Gerbitz (Membership) and Brian Molenaar (Industrial).
Increase the number of committees and the scope of committees. Start with a Student Activities Committee and Public Awareness Committee. Make sure that a committee is really needed before creating one.	<b>WI. Section Board</b>	Student Activities and Public Awareness Committees have been developed and are active. Member Services Committee was never started and has been dropped.
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. Significant information is already available on the Web site.	The <b>Membership Committee</b> could develop this information in consultation with the <b>Public Awareness Committee</b> . The Board and committee chairs should review it. Include as part of WI Section brochure.	The Public Awareness Committee is working on committee descriptions and may include in the new brochure for the Section.
Encourage committees to meet at the annual conference or other seminars.	The <b>WI Section Board</b> will promote this with committee chairs.	This is done annually and also done with meeting notices sent to all members.
Encourage committees to post their meeting minutes on the website.	The <b>WI Section Chair</b> will promote this with committee chairs.	This has been encouraged by Chair and Secretary/Treasurer, though committee meeting minutes are normally included in quarterly committee reports to the Board. The quarterly committee reports are posted on web-site.

## Goal: Improve Public Awareness

Strategy – Use a Marketing Approach to Externally Promote the Organization

Develop an aggressive, proactive public relations program, which will communicate our mission message to the general public sector

Implementation Steps	Responsible Party	
Develop new promotional materials to convey the Section's mission & activities, our accomplishments, and our people. Develop a brochure to be used for marketing the organization and attracting new members.	<b>Public Awareness Committee</b> will coordinate with <b>Membership Committee</b> as well as CSWEA and WEF. Could be CSWEA general or Wisconsin Section specific. (Same Brochure as in Increase Membership Goal)	Nearly complete. Draft has been developed and is being reviewed and finalized.
Identify key environmental contacts with the state and local media and periodically inform them of environmental issues through press releases.	<b>Public Awareness Committee</b> will work with local members to identify media contacts and develop press releases of statewide interest.	Carl Michels has been working on this but results have not been too favorable. This will likely be dropped from the Strategic Plan.
Develop a speaker's bureau of interested Section members and make that list available to members and local officials for use in public presentations.	<b>Public Awareness Committee</b> will develop and update the list and make it available to all members, including Student Chapters, through the web site.	This was discussed at-length at the committee and board levels. Because of potential liability and implementation difficulty, this item will likely be dropped from the Strategic Plan.
More aggressively promote the success of our organization and individuals to people outside of CSWEA through press releases targeted to specific media.	<b>Public Awareness Committee</b> will take information available from Wisconsin Section, CSWEA, and WEF awards and send to various state and local media contacts.	Press releases were sent out regarding award winners from Wisconsin. Local award recognition was made at Wrightstown Village Board meeting and at GBMSD awards night.

## Goal: Promote Education, Training & Professional Development

Strategy: Identify Needs and Preferred Methods of Training Delivery and Acceptable Costs

Implementation Steps	Responsible Party	
Identify technical and non-technical training needs of members and non-members by Conference survey.	<b>Member Services Committee and Wisconsin Section Local Arrangements.</b>	No activity reported. The Member Services Committee has not been developed. This task will be incorporated into the next task.
Identify short-term and long-term education and training needs. Could be done by Conference survey every three years when Wisconsin is host of the Annual Mtg.	<b>Member Services Committee and Wisconsin Section Local Arrangements.</b>	No activity reported. The Member Services Committee has not been developed. Move this item to the Membership Committee.
Conduct general satisfaction survey of Wis. Section membership every 5 years.	<b>Member Services Committee / Membership Committee</b>	No activity reported. The Member Services Committee has not been developed. This task will be incorporated into the previous task.

**Goal: Promote Education, Training & Professional Development**

**Strategy: Promote or Maintain Partnerships with Other Groups in order to Foster and Enhance Education & Training Opportunities**

Implementation Steps	Responsible Party	
Initiate or renew partnerships with AWWA, WWOA, WRWA, DNR and others.	<b>WI Section Board</b>	Work is underway on updating Letters of Understandings regarding co-sponsored events. Also, watershed committee is working with WDNR on possible formation of technical advisory committees.

**Goal: Increase Recognition of Members**

**Strategy: Recognize Wisconsin Section Members for outstanding service and or achievement within both the organization & industry**

Implementation Steps	Responsible Party	
Promote and solicit qualified nominations for WI Section & CSWEA awards. Assign one person to coordinate award submittals from committee chairs	<b>WI Section Past Chair will chair ad-hoc committee with the Vice Chair and Secretary/Treasurer as standing members.</b>	This will likely be moved to a subcommittee within the Public Awareness Committee to provide better consistency and historical prospective for ongoing award nominations. This may require SOP revisions.
Implement public presentation of service awards by a CSWEA/ WI Section Officer whenever appropriate or acceptable to the person being recognized.	<b>WI Section Board</b>	Efforts are underway. The Public Awareness committee and its chair, Steve Godfrey, have begun to do this. Press releases were sent out regarding award winners from Wisconsin. Local award recognition was made at Wrightstown Village Board meeting and at GBMSD awards night.
Send a letter of appreciation annually to employers for members services to CSWEA by the WI Section Officers and Committee Chairs.	<b>WI Section Chair &amp; Committee Chairs</b>	No activity. This is a large task that is hard to track without leaving someone out. This may be dropped from Strategic Plan.

**Goal: Improve Administrative Functions**

**Strategy: Promote Interaction with “Like” Organizations**

Implementation Steps	Responsible Party	
WI Section Board will determine “Like” organizations that would cooperate with the Section. The Board will assign a committee chair or liaison to work with the “Like” organization and to explore joint meetings and seminars.	<b>WI Section Board</b>	We currently cooperate with WWOA and WDNR for the Government Affairs Seminar. Additional cooperative efforts will be considered as the need arises. This will likely be dropped from the Strategic Plan.
State Section Boards meeting at the Annual Conference in May to exchange ideas and strategies between Sections.	<b>WI Section Board / CSWEA Board</b>	Not done recently. Future responsible party will be the Wisconsin Section Chair.

**Goal: To Improve Conference Participation & Attendance**

Strategy: To Promote Increased Attendance by Members, Non-members and Students

Implementation Steps	Responsible Party	
Explore coupon subsidy offer to irregular WI Section conference attendees.	<b>Member Services / WI Section Board / CSWEA Board and Executive Committee.</b>	Not done. This will likely be dropped from the Strategic Plan.
Promote an “Operators Day” at the Annual Conference and offer a reduced rate for one-day attendance by operators.	<b>Member Services / WI Section Board / CSWEA Board</b> Plan for implementation at the 2004 Annual meeting.	Not done. This will likely be dropped or modified. Promoting “operations-related” presentations at the annual conference is encouraged.
Advertise and provide a free 1-year membership in CSWEA to any Wisconsin non-member who pays a full registration to the Annual Meeting.	<b>Member Services / WI Section Board / CSWEA Board</b>	Not done. This will likely be dropped from the Strategic Plan.

**Goal: Regulatory & Environmental Issues**

Strategy: Monitor Development of Water Environment Regulations

Implementation Step	Responsible Party	
Develop a strong, active State Section Government Affairs Committee that has primary responsibility for review of water environment regulations. Advocate that new regulations are based on good science and show benefit based on risk assessment and cost effectiveness	<b>Government Affairs Committee</b>	Significant progress has been made. The quarterly reports are timely, thorough, and beneficial. Some modification of this committees function with the Watershed and Industrial Wastes committees functions may be implemented as there is some overlap.
The Government Affairs Committee will autonomously review and take positions in support of, or opposition to, new regulations in the name of the Wisconsin Section	<b>Government Affairs Committee</b>	This task will be revised or deleted from the plan. There is some concerns over a committee taking a definite position on new regulations when our membership is fairly diverse. At a minimum, the committee will not have “autonomous review authority.”
Become involved in the development and implementation of new environmental regulations. Explain to regulators and legislators the impact new regulations have on municipal wastewater operations.	<b>Government Affairs Committee</b>	The Government Affairs Committee has been very active and is involved on technical committees with the DNR.