

2005 – 2007 WISCONSIN SECTION STRATEGIC PLAN

Approved by the Executive Committee on March 3, 2005

GOAL: INCREASE MEMBERSHIP AND ENHANCE PARTICIPATION		
Strategy: Increase new members by 8% per year – Student and Young Professionals Related Activities		
Implementation Steps	Responsible Party	Specific Action Items
Promote student membership by working with university and technical college faculty and students.	Student and Young Professionals Committee	<p>Create a list of schools to target. Identify faculty at each school to be the main contact. Consider all environmental educational programs, not just engineering. (May 2005).</p> <p>Request young professionals joining Central States to act as a liaison with their former school (ongoing).</p> <p>Help establish 1 student chapter in 2005 and 2 chapters in 2006.</p>
Promote CSWEA/Section seminars to students.	Student and Young Professionals Committee	<p>Coordinate with CSWEA, WI Section, WWOA (ongoing).</p> <p>Establish student rates and/or grants for all seminars and workshops (June 2005).</p>
Provide a subsidy for WEF membership for student chapters.	Student and Young Professionals Committee	Allocate \$150 per student chapter in the WI Section budget each year (annual).
GOAL: INCREASE MEMBERSHIP AND ENHANCE PARTICIPATION		
Strategy: Increase new members by 8% per year - Non-Student Related Activities		
Implementation Steps	Responsible Party	Specific Action Items
Promote membership and active participation with member employers (consulting firms, manufacturing firms and vendors, utility managers, regulatory agencies).	Membership Committee	<p>Identify main contact(s) at major member employers (December 2005).</p> <p>Send/email copies of committee descriptions and brochures (Public Awareness Committee) to contacts to share with new employees (annually).</p> <p>Regularly send email to contacts requesting recruiting assistance (2 per year).</p>

GOAL: INCREASE MEMBERSHIP AND ENHANCE PARTICIPATION

Strategy: Increase Participation of Current Members

Implementation Steps	Responsible Party	Specific Action Items
Ensure that each committee has a chair and a vice-chair to provide for succession.	WI Section Vice Chair	Have final list by April of each year with report at May business meeting. Include request for chairs and vice-chairs in WISILLMIN (March and November).
Develop concise committee descriptions and use this information to encourage participation of current members.	Public Awareness Committee	Complete draft committee descriptions (May 2005). Post updated committee descriptions on the CSWEA/Section website (July 2005). Develop strategy to disseminate information to members (September 2005), including enclosure with annual meeting announcement, email distribution, seminar/conference distribution, etc. Implement strategy (December 2005).
Recognize new members at conferences and seminars.	Membership Committee	Develop method to identify new members registered for conferences (September 2005). Implement method at the annual conference in 2006. Include list/employers of new members in WISILLMIN and encourage members to welcome them at conferences and seminars (all issues).
Encourage committees to meet at the annual conference, Board meeting, and seminars.	WI Section Vice Chair	Establish routine contact with all committee chairs at strategic times (June 2005). Include in mailing for WI Section annual business meeting.

GOAL: IMPROVE PUBLIC AWARENESS**Strategy: Use a Marketing Approach to Externally Promote the Organization**

Implementation Steps	Responsible Party	Specific Action Items
Develop new promotional materials (brochure and display) to convey the Section's mission & activities, accomplishments, and people.	Public Awareness Committee	Finalize brochure (May 2005). Post the brochure on the Section webpage (July 2005). Have copies of the brochure at all seminars and events (July 2005). Disseminate brochure to student chapters (July 2005). Develop a calendar of targeted events for the Wisconsin Section display (June 2005).
Aggressively promote the success of our organization and individuals to outside entities.	Public Awareness Committee	Present all awards (Section, Association and Federation) locally by a Section Board Member. Issue press releases covering Section, Association, and Federation awards to local newspapers.

GOAL: PROMOTE EDUCATION, TRAINING & PROFESSIONAL DEVELOPMENT**Strategy: Identify Needs and Preferred Methods of Training Delivery and Acceptable Costs**

Implementation Steps	Responsible Party	Specific Action Items
Identify short-term and long-term education and training needs for our members.	Membership Committee	Develop/update questionnaire for training seminars to determine whether the seminar met the needs of the member (September 2005). Develop brief, general web-based questionnaire requesting input from members (September 2005). Send questionnaire via email once per year to members. Require evaluation summaries from seminar chairs and provide summaries to the Section Board along with financial summaries (within 30 days of seminar). Provide recommendations to the Board for additional training and educational initiatives (at February Board meeting).

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GOAL: PROMOTE EDUCATION, TRAINING & PROFESSIONAL DEVELOPMENT
Strategy: Promote or Maintain Partnerships with Other Groups

Implementation Steps	Responsible Party	Specific Action Items
Maintain, review, and update (as needed) seminar agreements/memoranda of understanding with AWWA, WWOA, WRWA, DNR, and others.	Seminar Planning Committee Chairs and Wis. Section Board	Provide recommendation to the Board pertaining to the need for agreement review/update (annually at February Board meeting).

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GOAL: INCREASE RECOGNITION OF MEMBERS
Strategy: Recognize Wisconsin Section Members for Outstanding Service/Achievement

Implementation Steps	Responsible Party	Specific Action Items
Promote and solicit qualified nominations for WI Section & CSWEA awards.	Public Awareness Committee Wis. Section Board for SOP revision.	Review and update SOPs to incorporate this responsibility into the Public Awareness Committee responsibilities (February 2006). Establish more frequent contact with respective committee chairs to solicit nominations (June 2005). Establish/update potential nominees for all awards by July of each year (Public Awareness with Past Chair, Vice Chair, and Secretary/Treasurer).
Publicly present service awards.	Public Awareness Committee Chair	Establish schedule and Board member for presentations (by the February Board meeting). Issue press releases covering awards to local newspapers.

GOAL: Improve Administrative Functions

Strategy: Promote Interaction of State Sections

Implementation Steps	Responsible Party	Specific Action Items
Implement regular meeting of the State Section Boards.	Wis. Section Chair	Contact CSWEA and state sections in the fall to establish meeting times at the Annual Conference in May.
Consider consolidating committee responsibilities.	Wis. Section Board	Include as an agenda item at the May Board meeting (annually). Potential opportunities include safety/operations, government affairs/watershed/industrial, and potentially others.