

## WISCONSIN SECTION STRATEGIC PLAN - 2000-2003

### Goal: Increase Membership and Enhance Participation

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

Implementation Steps	Responsible Party	Estimated Cost	Priority	Urgency
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>	Conference calls - \$200/yr	High	Very High
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>	Mailing - \$100/yr	High	High
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.	\$600	Moderate	Very High

### Goal: Increase Membership and Enhance Participation

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

Implementation Steps	Responsible Party	Estimated Cost	Priority	Urgency
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.	Brochure printing - \$1000 (2000 – 3000 brochures)	High	Very High
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.	Low cost.	High	High
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.	Low cost.	High	High
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.	Low cost	High	High

## Goal: Increase Membership and Enhance Participation

### Strategy – Increase Participation of Current Members

Implementation Steps	Responsible Party	Estimated Cost	Priority	Urgency
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.	Low cost	High	Very High
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.	Low cost	High	Very High
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>	Conference calls - \$200/yr	High	Very High
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.	Printing costs were included in related strategy.	High	Very High
Encourage committees to meet at the annual conference or other seminars.	The <b>WI Section Board</b> will promote this with committee chairs.	Low cost.	High	High
Encourage committees to post their meeting minutes on the website.	The <b>WI Section Chair</b> will promote this with committee chairs.	Low cost.	High	High

## 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	Estimated Cost	Priority	Urgency
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)	Printing costs were included in related strategy.	High	Very High
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.	Conference calls - \$100/yr Mailing - \$100	High	Very High
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.	Conference calls –\$100/yr	High	High
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.	Mailing - \$100/yr	High	High

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

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

<b>Implementation Steps</b>	<b>Responsible Party</b>	<b>Estimated Cost</b>	<b>Priority</b>	<b>Urgency</b>
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>	Included in cost of survey.	Moderate	Moderate
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>	Included in cost of survey.	Moderate	Moderate
Conduct general satisfaction survey of Wis. Section membership every 5 years.	<b>Member Services Committee / Membership Committee</b>	\$ 600 Survey cost.	Moderate	Moderate

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

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

<b>Implementation Steps</b>	<b>Responsible Party</b>	<b>Estimated Cost</b>	<b>Priority</b>	<b>Urgency</b>
Initiate or renew partnerships with AWWA, WWOA, WRWA, DNR and others.	<b>WI Section Board</b>	None	Moderate	Moderate

**Goal: Increase Recognition of Members**

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

<b>Implementation Steps</b>	<b>Responsible Party</b>	<b>Estimated Cost</b>	<b>Priority</b>	<b>Urgency</b>
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>	Conference calls \$200/ Yr.	Moderate	Very High
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>	Travel expenses \$500/Yr	High	Moderate
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>	Postage \$50Yr	Moderate	High

## Goal: Improve Administrative Functions

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

Implementation Steps	Responsible Party	Estimated Cost	Priority	Urgency
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.	WI Section Board	Conference calls \$300/Yr	High	High
State Section Boards meeting at the Annual Conference in May to exchange ideas and strategies between Sections.	WI Section Board / CSWEA Board	Conference calls \$200/Yr	Moderate	High

## Goal: To Improve Conference Participation & Attendance

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

Implementation Steps	Responsible Party	Estimated Cost	Priority	Urgency
Explore coupon subsidy offer to irregular WI Section conference attendees.	Member Services / WI Section Board / CSWEA Board and Executive Committee.	\$50 x 10 = \$500	Moderate	Moderate
Promote an “Operators Day” at the Annual Conference and offer a reduced rate for one-day attendance by operators.	Member Services / WI Section Board / CSWEA Board Plan for implementation at the 2004 Annual meeting.	\$25 x 20 = \$500	Moderate	High
Advertise and provide a free 1-year membership in CSWEA to any Wisconsin non-member who pays a full registration to the Annual Meeting.	Member Services / WI Section Board / CSWEA Board	\$100 x 3 = \$300	Low	Low

## Goal: Regulatory & Environmental Issues

### Strategy: Monitor Development of Water Environment Regulations

Implementation Step	Responsible Party	Estimated Cost	Priority	Urgency
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	Government Affairs Committee	\$200 (phone calls, meetings)	High	Very High
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	Government Affairs Committee	-0-	High	Very High
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.	Government Affairs Committee	\$1,000 (phone calls, meetings)	High	Very High

### **Priority Ranking**

**High** - Program **must** be done for strategic planning to be successful. Implementation step is critical to success of mission and section objectives. If not completed there can be short-term and long-term negative effects on the Strategic Plan.

**Moderate** - Program is **expected** to be done. Implementation is important to success of mission and section objectives. Completion is not critical. There are not any immediate negative impacts on the Strategic Plan if not completed.

**Low** - Program is a **nice to do** and will enhance the success of mission and section objectives at the present time. No harm is incurred if this program is not completed. Maybe more important in the future.

### **Urgency Ranking**

**Very High** - Should be **started within one month** of adoption and fully implemented within six months.

**High** - Should be **started within three months** of adoption and fully implemented within twelve months.

**Moderate** - Should be **started within six months** of adoption and fully implemented within eighteen months.

**Low** - Should be **started within twelve months** of adoption and fully implemented within twenty-four months.