
Missouri Show-Me Chapter Soil and Water Conservation Society

Long Range Plan (2005 – 2010)

Chapter Administration and Funding

Objective 1: Revitalize the leadership within the five Chapter Areas (NW, NE, Central, SW, and SW).

Strategies:

- A. Evaluate the need for Chapter, area, and committee reorganization.
- B. Link members to their respective areas within the Chapter website.
- C. Develop a strategy for increasing member participation within the areas.
- D. Improve communications with members and identify ways the Chapter can better serve members.
- E. Examine committee structure and revise guidelines for committee functions.
- F. Revise the Chapter Leadership Manual which includes job descriptions, long range plan, annual plan of work, operating budgets and standing committee responsibilities.

Professional Development

Objective 2: Enhance Chapter Visibility

Strategies:

- A. Promote the Certified Professional Erosion Control Specialist, Certified Crop Advisors & Missouri Certified Drinking Water, Wastewater, and Concentrated Animal Feeding Operation, Waste Management System (CAFO) Operators registration programs.
- B. Participate every four years as a sponsoring chapter and host of the Missouri Natural Resources Conference with Missouri Chapters of American Fisheries Society, The Wildlife Society and the Society of American Foresters.
- C. Establish written guidelines to support the Chapter awards program.

Potential Chapter Awards:

- Professional Conservationist of the Year
 - Volunteer Conservationist of the Year
 - Conservation Educator of the Year
 - Conservation Media Person of the Year
 - President's Award, and
 - Legislator of the Year award.
- D. Submit award nominations for Society awards to individuals/organizations for their outstanding contributions in advocating conservation of soil, water, and natural resources.
 - E. Activities and special events will be carried out in a professional manner.
 - F. Publicize and promote the Chapter scholarship.
 - G. Conduct an annual Fall Forum on a timely topic of area or statewide concern.
 - H. Conduct joint meetings with other SWCS chapters within the WNC Region.
 - I. Support Missouri Show-Me Chapter Area tours and technical workshops.
 - J. Publicize that proceeds from annual meeting raffles support the scholarship program.
 - K. Promote and/or sponsor activities and events that support the mission of the Society.
 - L. Publish four Chapter newsletters annually to keep members and others abreast of Chapter activities and special events.
 - M. Display the Chapter exhibit at conferences, workshops and natural resource events.
-
-

Objective 3: Maintain Emphasis on Expanding the Knowledge of Conservation Professionals

Strategies:

- A. Sponsor or co-sponsor forums on a variety of soil and water conservation issues.
- B. Enhance competency of members by providing educational opportunities throughout the year in each Chapter Area.
- C. Invite members to serve on various committees to implement the Annual Plan of Work.
- D. Sponsor training on Parliamentary Procedure (Robert's rules of order) for Society members and employees of Soil and Water Conservation Districts utilizing partners such as FFA Chapters, Jaycees, and other knowledgeable groups able to demonstrate correct procedures.
- E. Develop partnerships with affiliated organizations (example: CFM) to carryout the mission of the Society and the Chapter's Long Range Plan.
- F. Seek out and solicit partnering opportunities with agencies, organizations, interest groups, and businesses in sponsoring workshops, symposiums, forums and other professional development activities for individuals working in conservation related professions.

Legislation, Public Policy, and Public Affairs

Objective 4: Expand Partnerships with Organizations and Agencies

Strategies:

- A. Identify potential interagency relationships where the Chapter can promote soil and water conservation issues, such as Farmland Protection, State Cost-Share program, and Comprehensive Nutrient Management Planning.
- B. Develop skills bank of SWCS members to use in promoting Chapter goals.
- C. Develop partnerships with affiliated organizations.

Objective 5: Promote and Provide Conservation Education

Strategies:

- A. Continually enhance and maintain the Missouri Show-Me Chapter website.
- B. Develop a speaker's bureau accessible to members and others at the Chapter website.
- C. Encourage educators and members to inform eligible students about the Chapter scholarship program.
- D. Seek out opportunities and events to promote conservation and otherwise carryout the mission of the Soil and Water Conservation Society.
- E. Actively support and participate in the Envirothon and related educational opportunities for Missouri school students.

Membership Growth and Involvement Strategies

Objective 6: Expand and Diversify Chapter Membership

Strategies:

- A. Establish annual goals for new member recruitment.
 - B. Target new members in traditional and non-traditional occupations and careers.
 - C. Target corporations as potential corporate sustaining members.
 - D. Participate in SWCS membership recruitment campaigns
 - E. Support establishment or revitalization of student chapters on university campuses.
-
-