

Table 1 (front, left)
~~(scribbled out)~~

STIENG = An office in every county
- 700M staff not tied to USDA program

SWED ~~not~~ - grass vs lot of leeway in determining what we do

Weakness = Several ~~to~~ SWED are not in the
fore front of cons./natural resource efforts

- Constant staff turnover -

→ Health insurance major impetus to
retaining staff

Programs & Employees

Brand & Image not experts in: Air quality

Pollinators

Tillage inventory?

Organic program

Land use planning

Zoning Opinions

Forestry Mgt.

Table 3.1

①

Need mission, slogan, logo
Put backup country signs

- Positive Media
- We are the most economic source of delivery

Strengths

our mission, with local answers expertise

Funding

get off state ^{general} budget

MO model

NRCS contr. Agreement

Limitation

Employee turnover, due to lack of stability
" " benefits

②

Education Needed

IDDA needs to step up for quicker new employee startup

└ statewide guidance ~~was~~ (GATA)

└ don't wait for NRCS

└ Mentor program like FSA?

Priority Programs

N/P loss

BMP Implementation

Stay known for level of expertise

③

Branding

statewide logo

7' clean water since '38'

Strengths & Weak

Good

Reputation of Conservation

T-2000 Vision

Federal funding

Conservation - expertise

~~Technical~~ - ~~expertise~~

limits

Government! Fed & State

Funding - (~~State of State finances~~)

Reduction of employees

~~Response time~~?

Not Jimmy To

Responsibility Response Requirement

Liability implied

NRCS - Design Requirements

Too Diverse - answer for everything

Positioning

Training — Employees — Covercrops
— Directors

Improve Customer response time

Develop a system to assist
customers w/ all design req
& documentation required by ARCS

Prioritize of focus

Governance & Partnerships

Self - Assessment of Board
Local Work group plan - Improve
Develop individual District Strategy

Assess Water quality improvement
" Soil loss

No Base data on Water quality

Return on Investment?

Soil transect
T - 2000

Communication Improvement
Use of Technology?
Social Media
Positive media?

District Boundaries

Increase Sense of Cooperation to
benefit the watershed

Brand & Image

Clean Water by 2045

How do we market ourselves

State Employees
Not same pay

~~Economical Source of Conservation Technical
Barriers~~

Where's your nutrients?

What's your strategy

What's your water worth -

24

~~Need \$ Staff~~

~~Need Funds~~

What's your water carrying?

How many tons soil loss

Survival mode - Administrative
- Not Boots on ground.

Priority Programs & Employees
NIRS - Water quality
Soil health

Relevance - Nutrient ~~loss~~ management
- Phosphorus - loss -
Watershed Testing
Watershed Plan
- Prevent Soil erosion

hns

Education - Public Awareness - Kids - Adults
Education for Employees & Directors
CCE's

Other Watershed testing
Watershed Plan
Periodic Nitrate Water testing
Drill down on, watersheds

Vision - ~~clean~~ Quality Water
Save Soil
Improve soil health

Mission Statement
Conserve natural resources

Slogan ?

SWCD county signs