

Topic 1

Strength Established already - with funding helps county economy
Experienced employees

Weakness - Can't get new employees if office close
District act out date

* Get Mike Madigan out of office

Limitations - Dept of Ag Allowed county to do training for missing positions

don't consolidate, but get districts to work together

Topic 2

More education, experienced employees to stay
cover crop, well sealing, waterway

Solution - more \$ to do more education - don't dictate how we spend \$ not just projects.

Topic 3

Common Logo - advertising budget.

(What good for environment is good for us)

X C Lytle the Clod

wrong perception because we share office space w/ NRCS + FSA.

Topic 4

use technology (email, social media)

not feasible to combine districts (boundaries, logistics funding from county board)

#1. Funding

#2. Marketing (Grants? Private
or Public)

#3. Funding Programs (Sources)
Make Illinois Great (t.m.)

Boundries based on number of farms?

Topic 1:

Strengths

up north we have a lot of intergovernmental agreements

technical expertise in many areas at local level

we have a lot of great employees + board members who actually care

we don't care about money money we want cooperation on the ground we just need enough money to get the job done and stop losing people

our role is education + we are good at it we're the middle man between regulators + the public, we're here to help

Solutions: focus groups should use ideas from these forums or items in the strategic plan to form the groups

develop partnerships that are sustainable, maybe some non-traditional entities, private organizations

follow a farmer around for a day to learn how to talk to them better (Some of us don't have)

Weaknesses

ability to promote ourselves having a central message for our legislators

Our association should be the go-to place for connecting to each other, like if someone is struggling w/ Quincebooks the ASDSD should point us to the right person for training (keeping lists of everyone's special skills to better the group as a whole)

Redundancy - talking about the same things over and over again w/ little action

disconnect between employees + board also disconnected sometimes from the people we serve

We need farm training

Topic 2

We need a specific program that we can promote that will help solve the issue in NIRS

maybe a certification program (for farmers)

We spend a lot of time promoting NIRS

programs - we need our own

programs (besides cost share) + several

need lists of training needed to get certified or just trained to do specific things

We have the skills, we just don't have some "certification" that proves it

maybe CCA? (extension specialist?)
Soil Scientist?

every district should have a mission statement, twitter, social media presence, maybe a public relations person in addition to lobbyist

work w/ high schools + colleges on training

local food

reaching out to landowners to
help us connect to producers
American Farmland Trust - Land
Landowners

Conservation foundation has a
Conservation at home program
maybe something similar to that
backyard habitat, detention ponds
Streamside restoration,

something like TRY 2000 w/
a specific goal share our
goals + achievements

Certainty programs for farmers

#3

Bluestem communications promoted
conservation organizations - we need
a slogan, a central message
something we ~~can~~ say to
regulators, the media that will
leave a lasting impression

Bluestem is just one company we
know of, there are other ones
that do the same thing or something
similar

maybe there are grants for
this

State Association needs to tap
into corporate sustainability
initiatives

make visits like salespeople do
to make connections and tell
them we're here to help in any
way we can

Promotional Events Large
Scale, were w/ colleges &
private entities, big picture
event that will draw a large
crowd, a panel of experts
on rat button issues

#4

Intergovernmental agreements
Develop some kind of communication
tool to connect w/ legislators

Spending time w/ individual
districts, some kind of exchange
program, a leader that goes
around to districts + compiles
list of strengths, what works,
what could we be doing that
were not, a ~~list~~

Successful business person
teach us how to make
financial + promote ourselves

there is an unlimited amount of possibilities
w/ intergovernmental agreements, assist
municipalities w/ erosion or stormwater
management, countries w/ wetlands
or write watershed plans for local
entities, having a specific program
to promote would help instead of
trying to develop it ourselves.

put together that list of strengths
certain people have for each issue
some specialists in each area for
wetlands, soil, accounting etc

#5

we have great employees w/ a lot of technical expertise

#1 Our role is education and we're good at it. We need to do better in marketing ourselves that way, we're here to help need to do better relating to our audience, whichever audience that is - need to develop these skills connect w/ other SWCD's who are good in that area

look very different to our partners we need a common a common

we need a central common message maybe it would be way easier to develop our own programs and promote them, specific program for NLRS certainty

and find other funding for this area specialist - wetland, quickstart, knowledge, PR, sale, exchange program having a social media presence we have skills, we just need a "Certification" that proves it

#3 ~~Develop~~ a central message, mission statement, something that we can promote that will leave a lasting message w/ regulators

top into corporate sustainability
institute

large scale regional promotional
events, by picture

4) Intergovernmental agreement

partnership w/ ^{college} schools on events
or training opportunities
career days

Strengths

Ability to get conservation on the ground
Local association w/ County
Knowledge of Natural Resources

Challenges

- 1 * Stable ~~source~~ Source of funding
- Public Awareness
- Adequate Staffing
- Alliance with different types of groups
- We can't tax, only beg for money

Programs

Z * need to make public more aware of the relevance of our programs & services
We have a lot of 1 on 1 Service need to make more ^{aware}
need to educate public and farmers about the importance of cover crop

Employees

need to maintain good Employees
retain long term Employees / already
new employees contribute new ideas

Brand + Image

General public doesn't know we exist or
for what reason

✓ need a simple - easy Recognizable logo
for all SWCD

increase Staffing to be involved as
a part of other groups

delivery of our services is greatly hampered
by finances and lack of recognition

✓ need to get a positive representation of who
we are & what we do

Governance & Partnership

need to change taxing abilities of districts
better letting legislators know about
how much we need compared to dollars
we bring in.