

## AISWCD Strategic Planning

### Forums Schedule

|                                                    |                                                                                                                                                                                                                                                                  |                 |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Introduction                                       | Steve Stierwalt and/or Becky Doyle – Introduction to the Strategic Planning Process                                                                                                                                                                              | 5 - 10 minutes  |
| Introduction to the Forum                          | Facilitator – description of how Forums will run; goals, expectations                                                                                                                                                                                            | 5 - 10 minutes  |
| Discussion of Topic 1: Strengths and Challenges    | Discussion on issues and recommendations                                                                                                                                                                                                                         | 30 - 40 minutes |
| Discussion of Topic 2: Programs and Employees      | Discussion on issues and recommendations                                                                                                                                                                                                                         | 30 - 40 minutes |
| Discussion of Topic 3: Brand and Image             | Discussion on issues and recommendations                                                                                                                                                                                                                         | 30 - 40 minutes |
| Discussion of Topic 4: Governance and Partnerships | Discussion on issues and recommendations                                                                                                                                                                                                                         | 30 - 40 minutes |
| Small Groups Present a Summary of Findings         | Discuss key points the group would like to present; selected chairman to give brief on concerns, resolutions, and recommendations                                                                                                                                | 30 minutes      |
| Wrap up – Where do we go from here?                | Steve Stierwalt and/or Becky Doyle – Strategic Planning strategy: What happens to the data collected during Forum? From surveys, interviews, and emails? When will Strategic Plan be complete? Will there be another opportunity to submit comments/suggestions? | 10 minutes      |

- More media outreach
- Communicate w/ Legislators more
- Get away from "Well that's the way we've always done it".

\* Presentations on other practices  
(pollinators, backyard habitat, etc)  
Not just waterways/structures

- Identify who we are
- Differentiate between SWCDs : NRCS/FSA
- Don't use NACD logo. One common.
- Find a college graphic design dept. to design something.

~~Handwritten scribbles~~

- Central list of resources: who knows; fire, QBs, cover crops, etc  
And how to contact them.
- Govt relations - current lobbyist  
overpaid, low results  
should be in Weekly  
Wander
- Connections between  
landowners/farmers: SWCD  
"ride along"

# Plan to come together as districts:

## Strengths + Challenges:

Employee  
or  
Staffing

Biggest Strength - Employees - Being familiar in your community

Weakness - Employee Turnover  
+ Employee morale

- Due to cuts

## Sustainable Funding -

problem - no direction. the state needs to prioritize. They want the districts to make the decisions, but ultimately do not always agree.

\* State of Illinois has less + less money to divide between districts. Districts need to figure a way to increase local funding.

\* State disregards Natural Resources as being an important issue

District Acts - keep in place if you want districts to survive

Strength ~~\*volunteers~~

Biggest Weakness - Association + Districts are not on the same page.

Sustainable Funding - Districts need to find their own funding through creative means. Every district needs to have their own Strategic Plan!

- Look at a workload analysis.

## Programs + Employees:

Priority Programs - Seeding Program  
SAFE CRP

Need to think about what your district would be doing if you had all of the funding you needed.

Relevance of Programs + Services - Do producers need our services? Are they worth the cost?

Target different groups to keep participation.

Big Producers are pushing small groups out of the farming industry.

Find out what problems producers are facing.

Education, training & certification - Need, more!



## Brand + Image

How to promote?

Active website  
social media  
newsletter

Make people feel like they are a member of an organization rather than just a customer.

Give people signs (window decals, stickers, etc) to promote that they are part of our organization

Always make a point to differentiate the SWCD from other programs but also let people know we work together.

Get Farm Bureau on our side.

More outreach through Education.

## Governance & Partnerships:

### Political Boundaries-

Improving communication- Invite them to everything you have. Include on newsletter list. Stop by their office occasionally! Be an advocate for your District!

### Employee Placement - Consolidation of Districts?

### Ideal Structure of a District

Actual Evaluation of workload based on sq miles, geography, population and unique characteristics