

AISWCD Strategic Planning

Suggested Forum Topics

➤ Topic 1: Strengths and Challenges

- positioning ourselves for sustainable funding *1% of 1% sales tax {1/2 to parks 1/2 to SWCDs}*
- strengths to bring forward *return on investment*
- limitations *AISWCD versus IDOA* ←
- limits and benefits of the Illinois Soil & Water Conservation District Act
- other suggestions *examine on state level where funds come from IDOA or IDNR*

➤ Topic 2: Programs and Employees

- priority programs and services *trained technical employees*
- relevance of our programs and services *water & soil quality*
- education, training, and certification
- other suggestions *base funding on programs, workload, & results*

➤ Topic 3: Brand and Image

- our image and perception *share knowledge thru PR appeal to more people*
- delivery of our services *separate our identity*
- other suggestions *appeal to larger & different demographics informational meeting - promote programs new program - new simple & short name*

➤ Topic 4: Governance and Partnerships

- improving communication *AISWCD needs to be transparent with IDOA & districts*
- holding ourselves accountable *prove return on investment*
- efficient District boundaries
- other suggestions
political boundaries - funding structure holding us back
employee placement
ideal district structure - 1 or 2 trained technical employees depending on workload & results
administrator - separate position
back share in education

we suggest that we support funding that makes each SWCD stand on its own with own employees due to inefficiencies of sharing

It is evident that workload now & conservation would not benefit from consolidation & be effective to keep our identity.

➔ *stronger presence thru out legislative body - different legislative session*

hold ourselves accountable when recognized for
doing good efforts

Funding

Base funding on needed programs, workload, results

Do we really need the added layer of AISWCD ...

Perhaps line item of the IDOA budget when needs and results are exam...

Perhaps examine the funding the state of MO uses – $\frac{1}{10}$ of 1 % sales tax which

Also maintains state parks. More citizens get benefit and more support the System. They get urban support also.

the demand for services is
there in every county and may
vary from county to county.

The nutrient loss reduction strategy
will require much much effort
and resources.

Fund the districts and the
results will follow –

the programs will be fulfilled –

the money spent for employees
will be well worth it.

The Mission / Purpose / Objective of ABC County SWCD is to

Provide, promote conservation of soil, clean water

Work with NRCS, other county agencies, individuals

Provide knowledge / materials to educate adults / youth in cons. of....

Implement / promote the conservation of soil by

Cost Share of grass waterways, Sediment control structures,

Terrace systems, use of cover crops

Implement / promote the protection / maintenance of clean water with same ...

Provide a resource for land treatment and seeding equipment to the farming

And nonfarming public

Provide materials and resources to educate the farming / nonfarming public, as

To what they can do on their farms, acreages, homesites,

Sub-divisions to reduce erosion, reduce runoff, maintain ...

Provide materials and resources to schools to educate youth such as trees on

Arbor day, lessons on the value of earth worms,

Serving more pop. Districts - Prevent soil erosion at building sites

Help with yard grass and tree establishment

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more toward

priority -
- tasks

cost share
Nat. manage
loss

➤ Topic 3: Brand and Image

- our image and perception
- delivery of our services
- other suggestions

have employees prop. educated + trained

educate youth

➤ Topic 4: Governance and Partnerships

- improving communication
- holding ourselves accountable
- efficient District boundaries
- other suggestions
- political boundaries
- employee placement
- ideal district structure —

MO Type Set
up funding -

? - where funding
in state level list

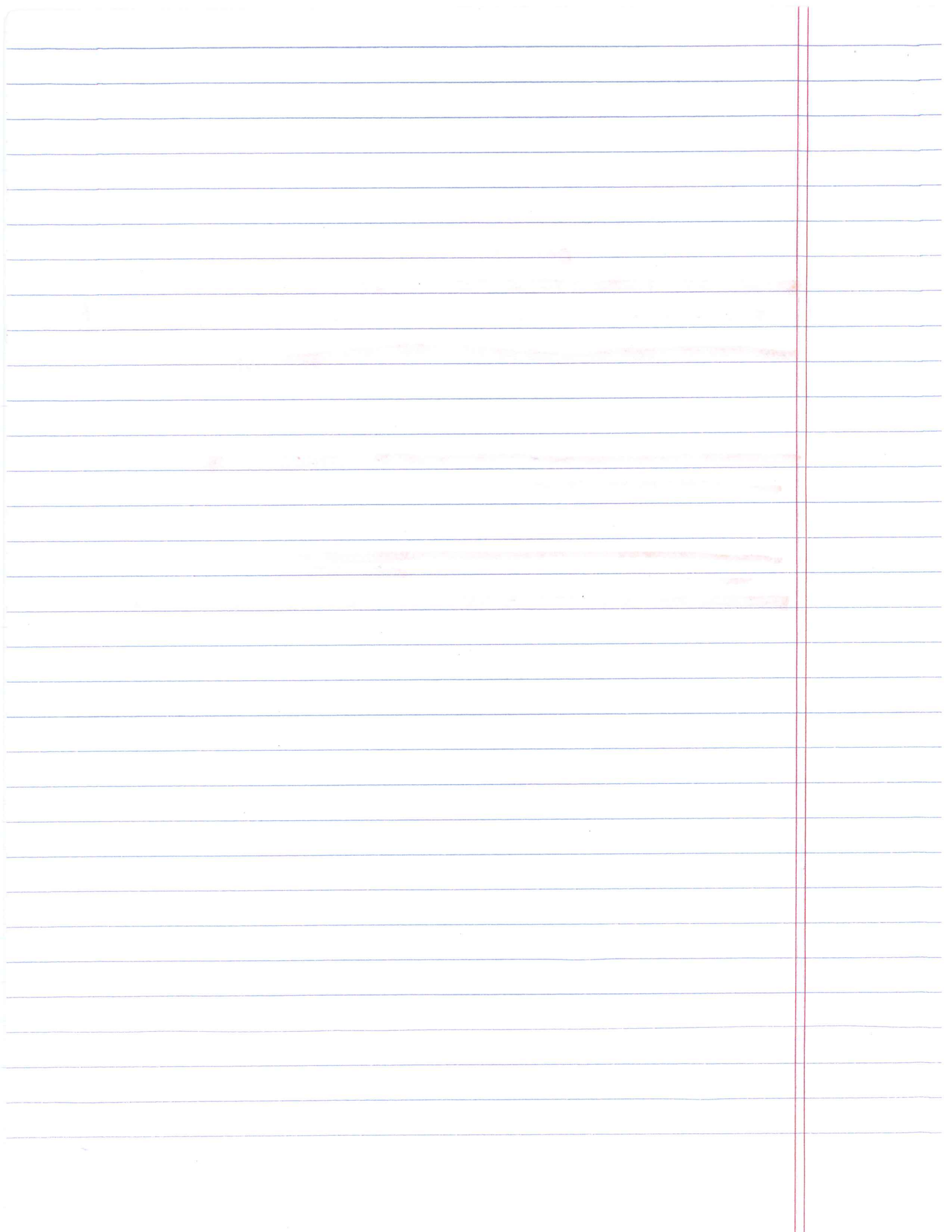
1 DOAG
1 DNR

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#1

Strengths & Challenges

- S mission, purpose, objectives
- C S prove return on investment
- S partnerships - NRCS, FSA, Farm Bureau, agencies
- S implement + promote conservation of soil
- S implement + promote protection/maintenance of water^{shed}
- C show that SWCD benefits everyone - water
- C show the difference in SWCD + NRCS
- C limited number of employees
- C need for more technical employees
- 1/10 of 1% sales tax
- SWCD under IDOA authority
- dedicated funding not be swept
- individual districts - make differences benefit each of us



Programs & Employees

priority - technical employees

training of employees to better serve clients

education - adult & youth

education on conservation practices

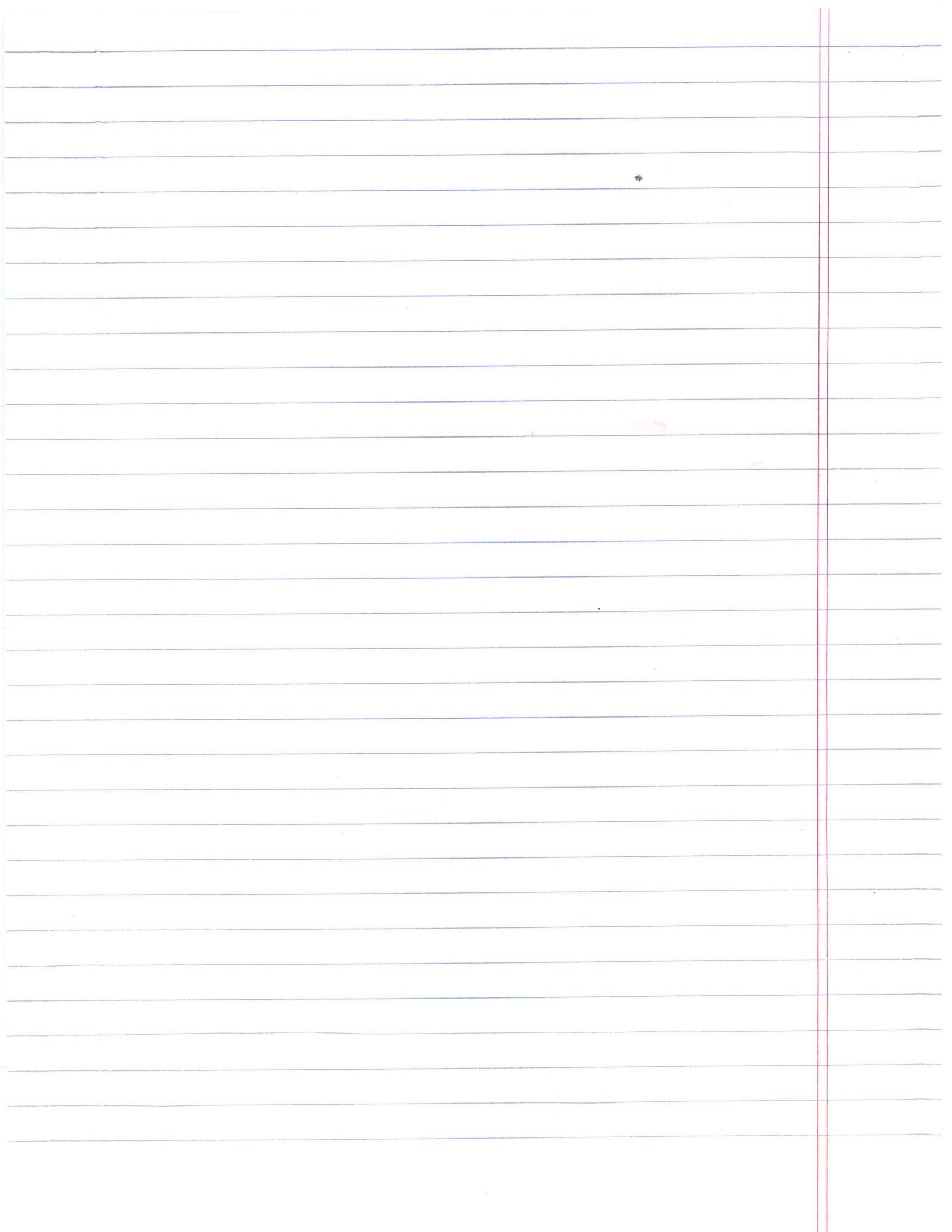
Relevance - water, soil quality, erosion control

education & knowledge

Suggestion - Better relationships with NRCS

share all knowledge - just not SWCD info

ie - hunting licenses



Brand + Image

share knowledge thru PR ^{education days}
workshops
field days

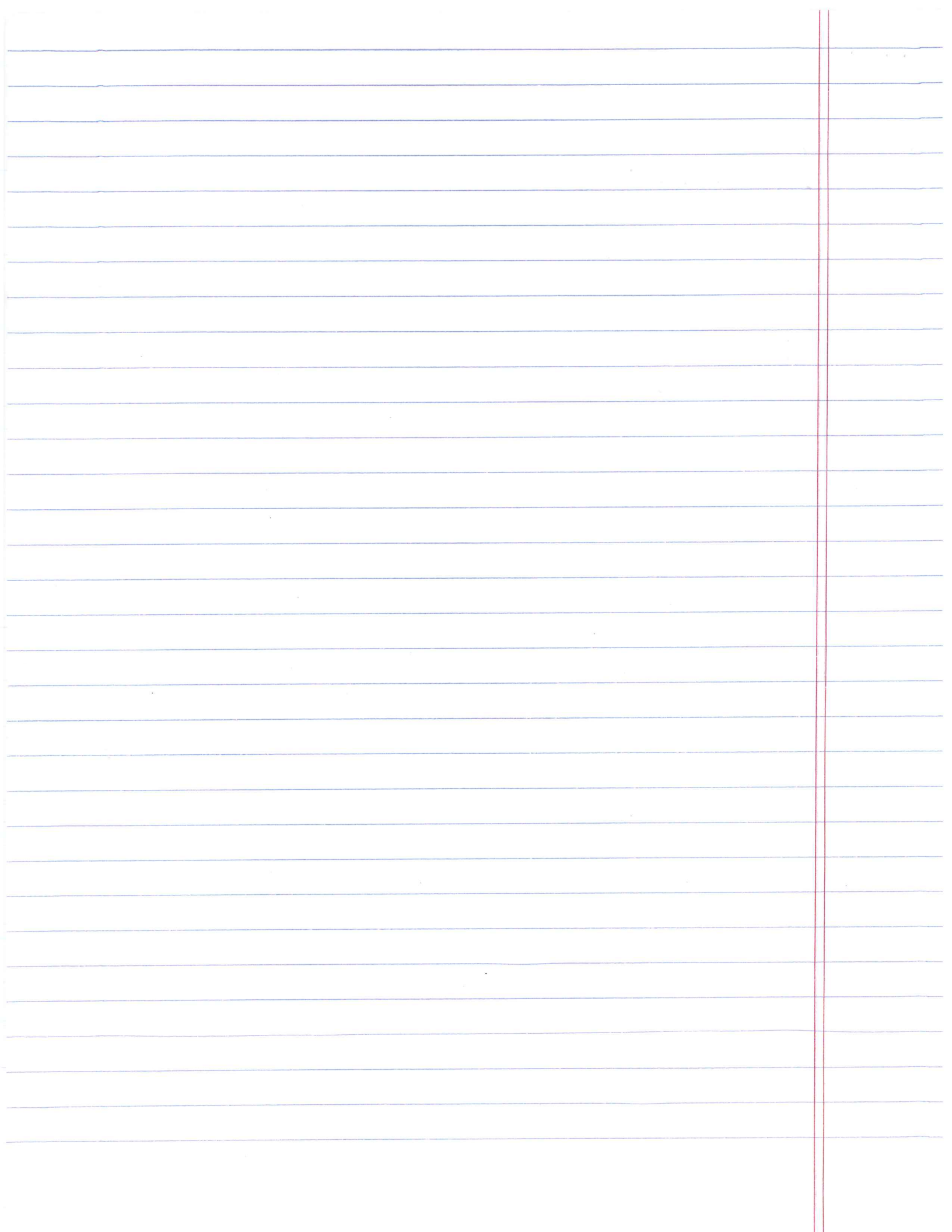
involve partners, agencies

share all knowledge - not just SWCD i.e. hunting licenses

informational meetings - annual mtg - separate identity

keep name simple for new program - NLRS

well water testing?



Governance + Partnership

improved funding

lost identity when technical employee leaves

good employees generate own work

