

Fundraise (follow the need) of the country Possible monarc

Strengths & Challenges -

Sustainable Funding - (Partnerships) Key
(Regulate ourselves) Before Being Regulated

(What bedfellows are we willing to partner with)

Strengths

(Statewide Actions) (Personal Local Connection)

(Soil & Water Protection) ^{HAVE BEEN HERE LONG TERM} Business

Educators

Limitations Need updated equipment and resources

Do not want to be cops on water quality

(MARKETING What we do IS WEAK) Key

IL SWCD Act impact - Power to what you ~~can~~ are able to do But not what you can't do

effectiveness

Efficiency

(Fertilizer : Chemical Funding) (usgs) (Drink Water Plant) (Treatment Plants)

- Sales Tax - Funding Drinking Water

Long term Problem

Water Sample

Role of RC in Soil & Water

Testing ^{Bitter} ~~Tools~~ equipment ~~into~~ company Sponsorship Many: Run off

~ Public Work - (Water Treatment Plant)

Topic 2 Programs > Service

Priority

Regional Specific
Origins

~~and~~ one set of programs do not fit all.

Education outreach
NEEDS MORE
Employers to function

Drinking water
Testing

~~QD - CHAIRMAN -~~
Survey Design -
Limited

Employees >

Education

Training

Services

~~— New employee training~~ Re Ac - Slow -
~~— Certification -~~

PARTNER with community colleges
on Training watershed management

New opportunities

(ONE employee NOT TWO)

People do not know SWCD

Brand.
#3
Images

Region specific Branding

- Peer-recognition - for soil water farm

Image

Message and
Image is
weak

Sign going into each
county

Working with community
schools -

Perception

Field Days
Co.

Machine shed meetings

Common message

#4

GOVERNANCE
Partnership

Sub District -
Vs -
District

Partnership

STAFFING is
Important

Communication

- NEWSLETTER -

Partnership -

Website Resource

Communication Between districts
- HELPFUL -

NEEDS to
improve

Accountability -

Comes with excess ability

cell Phone -

District Boundries State Boundries

Role

THE ASSOCIATION should
send you opportunities for Resources
LIKE GRANTS to communicate

efficiency

effectiveness

to District