



TOP 5

1. Partnerships -
non gov't, gov't, others - USDA, local
2. Training -
- Staff, directors, NRCS programming
3. Communications -
- Social media, centralized email + website, technology, tweets.
4. Ensuring the ~~8~~ District Act is followed.
and that our programs reflect why we were created.
5. Consistency across Counties + shared programming.

Brand

- Recognition for work done
- Social media - properly
- Good products + services.
- "toot our own horn" -
- Delivery of services, prompt service.
- Consistency ~~at~~ across programs.

Image -

- Good products + services
- Consistency across the board.
- ~~the~~ ~~SWCD~~
- ~~Without~~ Without the SWCD, you will be drinking more "P."
- Have one known image for everyone to use and associate w/ SWCD's (i.e. IL Urban Manual)
- State SWCD website (similar to NRCS)
 - have consistent email addresses

Programs-

- Needs of the communities
- Funding - ~~employees~~ for programs
- Education - AITC, Public Awareness, Youth Awareness
- Marketing/talking to people -
- Stay focused on natural resources
- Newly created programs should make or break even.
- Ensure SWCD's are following the SWCD Act.
 - proper sales, NRI's, HCW

Employees

- Training + Cert. for employees for consistency + credibility.
- Cross training for NRCS programs, ^{when} ~~NRCS~~ NRCS is not present.
- Funding + benefits + pension

Governance & Partnerships

- improve communication by one ^{central} website to visit & information ^{+ program} on each county.
- Partnerships are important!
 - non-gov't, gov't, other agencies.
- Every SWCD should have a relationship w/their county.

District Boundaries-

- Need to stay the same. No changes it is not efficient.
- Director training to be able to lead the district properly.

3-5 ~~recommendations~~

Strengths

- Local - 102 co. coverage.
go between ~~from~~ public & ^{different} agencies
- Educated & certified staff.
- Partnerships - USDA - Housing SWCD's
Federal, State, & local agencies
also non-gov't agencies.

Both
S+C.

- < - Directors - promotion
- State Statute
- Each SWCD is its own entity and based on its needs. ag to urban transitions.

Challenges-

- Retaining experienced staff
 - Funding, benefits
- Lack of experienced staff.
- ^{some} farmers are leary of SWCD's because of gov't association.
- < - Directors - lack of participation, knowledge
- State Statute
- Technology in the office. Computer seat. (NRCS)
- Marketing ourselves