

## **Wood-Pawcatuck Watershed Association Strategic Plan Proposal, building on the revisions from the retreat of 16 May 2003**

*This version is intended to reflect the discussions of 16 May, but also has proposed additions and further revisions.*

### May 2003 – May 2004

- Hire half-time staffer to build membership and increase visibility with the public and with relevant government agencies and foundations.
- Revitalize the membership committee and expand duties to include public relations.
- Increase membership by 10%.
- Create a stewardship committee, with responsibilities for buildings and grounds, river access, trail development.
- Create a WPWA e-letter system, with recipients classified by town of residence, to inform our membership and partners of current issues and of our actions.
- Complete renovations to headquarters to provide an attractive conference facility for regional environmental meetings, efficient office space and an effective environmental education and research center.

### By May 2005

- If the membership staffer has been successful, consider increase to full-time, and increase membership an additional 15%.

### Ongoing Actions

- Fully implement local watershed council responsibilities and provide leadership in defining the roles of watershed councils.
- Follow our Action Plan in setting priorities for meeting the purposes of our organization, as listed in our by-laws.
- Maintain relations with Local, Regional, State and Federal agencies in order to be a respected and welcome participant in watershed governance.

- Be an informational and technical assistance resource to local planning boards in the watershed,
- Maintain leadership for volunteer and funded non-profit scientific assessments in the watershed.
- Continue building an endowment, with the ultimate goal of providing income equal to 25 percent of the operating budget
- Maintain and enhance public education programs.
- Continue to enhance the responsible recreational use of the river system.
- Maintain active committees in five critical areas: membership, stewardship, development review , finance/fundraising and scientific/technical.
- Maintain staff as necessary to achieve goals.