



Healthy Land
Clean Water
For Life

2010-2015 Strategic Plan

SOIL AND WATER CONSERVATION SOCIETY



Vision

The Soil and Water Conservation Society is recognized internationally as an effective advocate for the conservation of soil, water, and related natural resources.

Mission

To foster the science and art of soil, water, and related natural resource management to achieve sustainability and promote and practice an ethic recognizing the interdependence of people and the environment.

Background

The Soil and Water Conservation Society was formed in 1944 as a professional society to support the science, policy, and practice of an emerging force of men and women addressing soil erosion and protecting the productivity of agricultural lands. In its earliest years, the Society recognized the importance of basic and applied research to support the development of sound conservation policy and the implementation of programs that addressed soil and water conservation needs “on the ground.” Its members represent many disciplines and vocations. They are dedicated, informed, and effective scientists, educators, policy makers, practitioners, farmers, and ranchers.

The Society is a sought-after source of conservation knowledge. Its members blend science and art to create and convey vital conservation information to others. It anticipates emerging policy issues and is prepared to meet changing conservation and natural resource needs. It communicates with its members and the public through the Journal of Soil and Water Conservation, its annual international conference, regular scientific forums, and participation in public policy activities. It is an advocate for the application of sound science in the public policy debate and the voice of experience as new programs are designed for field implementation. Its international, national, and local models of interdisciplinary examination address and identify new and effective answers to complex conservation issues.

Theme

Healthy Land, Clean Water . . . For Life

Member Development

The highest responsibility of the Society is to address the interests and needs of its members and to harness the knowledge, skills, and experience of its members to make positive contributions to soil, water, and related natural resource management science, education, and policy issues.

Objective 1: Communicate with chapters and members to identify and provide desired chapter and member services

Objective 2: Host forums that provide the opportunity for members to share knowledge, develop and improve technical skills, and interact with national and international science and policy experts

Objective 3: Collaborate with the National Capital Chapter to reinstate the Berg Leadership and Policy Forum

Communication and Publications

The members and target audience of the Society are diverse and dispersed. Effective communication and communication instruments are key to member interaction, information dissemination, and the coordination of activities that advance the mission of the Society.

The publication and marketing of the Journal of Soil and Water Conservation are important elements of the Society's mission to be a credible source of knowledge and objective information regarding soil, water, and related natural resource conservation. The Journal is a highly respected source of peer-reviewed research publications as well as articles on policy, practice, and opinion.

The Society publishes up to two books each year and maintains and markets an inventory of printed books and publications. Additional communication instruments of the Society include its Conservogram, Web site, the SWCS Private Social Network (swcsnetwork.Ning.com), blog, Chapter Notes, and Friday Notes.

Objective 1: Maintain and enhance the international reputation of the Journal of Soil and Water Conservation

Objective 2: Publish and market books important to the field of soil and water conservation

Objective 3: Improve the Society's communication instruments

Conservation Science and Policy

The strength of the Society is the science-based knowledge and experience of its diverse membership of researchers, practitioners, and administrators. It is important that this asset contribute to the development of soil and water conservation policy in legislative and executive bodies of government internationally.

Objective 1: Identify and respond to emerging conservation issues in the United States, Canada, and internationally

Objective 2: Monitor, assess, and provide input regarding the development and implementation of legislation important to the establishment of conservation policy and program funding

Objective 3: Identify, propose, and support research and special projects which provide science-based knowledge that promises tangible progress toward practical systems that address the production and environmental interests of agriculture and natural resource management

Objective 4: Develop relationships with like-minded organizations to expand and enhance the Society's ability to impact important science and policy issues

Objective 5: Be the voice of soil and water conservation for policy and program development in issues of soil conservation, water quality, and natural resource management

Leadership

The Board of Directors of the Soil and Water Conservation Society oversees and is responsible for the management of the affairs and funds of the Society and provides leadership to identify and address soil, water, and related natural resource issues. Chapter officers perform similar functions.

Objective 1: Develop an efficient and effective governance structure to serve and direct the Society

Objective 2: Ensure effective Society committees

Objective 3: Assist chapter leadership

Financial Sustainability

The ability of the Society to provide quality member benefits and services, advocate for science-based solutions to natural resource challenges, and provide outreach and technology transfer of scientific knowledge is dependent on adequate Society resources. The financial foundation of the Society is the dues of its members, but dues fund less than one-third of the Society's program and administrative functions. A variety of revenue sources are necessary to assure the financial sustainability of the Society.

Objective 1: Stabilize and build the membership of the Society

Objective 2: Market the Journal of Soil and Water Conservation and the publications of the Society

Objective 3: Develop and implement conferences and projects that enhance member services, improve the understanding and practice of conservation, enhance conservation policy, and contribute to the financial sustainability of the Society

Objective 4: Cultivate major donors



Soil and Water Conservation Society
945 SW Ankeny Road
Ankeny, IA 50023

515-289-2331
www.swcs.org