

COLORADO CHAPTER
SOIL AND WATER CONSERVATION SOCIETY
STRATEGIC PLAN
2008-2012

I. VISION STATEMENT

To effectively convey a message that stresses the importance of natural resource conservation for Colorado with a membership that is committed, informed, and knowledgeable, as well as effective in application of knowledge to soil, water and related resource conservation efforts.

II. MISSION STATEMENT

The mission of the Colorado Chapter of the SWCS is to promote the wise use of soil, water and related resources through scientific, educational, and service-oriented functions. The members promote a stewardship ethic that recognizes the interdependence of people and natural resources.

III. CHAPTER OBJECTIVES

- A. Maintain and promote a viable organization with membership from public and private sectors.
- B. Stimulate communication among members, other organizations and individuals working in natural resource disciplines.
- C. Provide information to members, conservation professionals and the general public to support informed decision-making regarding the continued urban growth in Colorado and how to minimize impacts on natural resources.
- D. Provide a forum for discussion of the state's natural resource issues of concern to environmental and policy-making organizations.
- E. Provide information and educational opportunities to the K-12 school system of Colorado.
- F. Encourage research and information exchange related to natural resources.

- G. Join with other natural resource agencies in providing field days, workshops, and symposia to increase the dissemination of natural resource-related knowledge.
- H. Join with other regional chapters and with the National Soil and Water Conservation Society to provide regional and national/international conferences that promote the transfer of information and technology in soil and water conservation.

IV. CHAPTER STRENGTHS

- A. Natural resource conservation-oriented organization.
- B. Membership with local, regional, national and international experience that is well-educated and extensively trained in natural resource conservation and research in Colorado, the northern plains region, the USA and the world.
- C. Membership with expertise in a wide variety of resource conservation topics related to agrochemicals, crops, rangelands, models, conservation practices, carbon sequestration, emission of trace gasses, global warming, water resources, and many other important topics related to air, soil, and water conservation science.
- D. Success in preparing and disseminating easy-to-read and understand handout materials on natural resource management.
- E. Success in developing and providing an annual workshop, annual field day and other supportive activities for our membership and the general public.
- F. Success in conducting educational workshops and forums that provide continued educational credits (CEUs).
- G. Success in working with other regional chapters and with the National Soil and Water Conservation Office to help develop, organize and coordinate regional and national and international meetings and workshops.
- H. Success in requesting member participation in various committees and society functions and to encourage membership participation in local natural resource-related activities in their local communities.
- I. Success in raising and applying funds to support college student awards, awards to support conservation activities and science fairs, and to offer regional and state-level awards to K-12 students.

V. CHAPTER CHALLENGES

- A. Reverse the loss of membership.

- B. Increase name recognition and visibility within the public.
- C. Increase diversity in membership knowledge base diversity in natural resource topics.
- D. Establish stronger communication with urban populations.
- E. Develop workshops and activities to discuss natural resources issues and possible solutions.

VI. GOALS FOR 2008-2012

- A. Increase membership base into non-traditional areas.
- B. Develop non-traditional partners (cities, towns, counties, and neighborhood organizations).
- C. Invigorate member participation in a variety of functions and activities.
 - Hold one major workshop or function per year for chapter members and other interested parties.
 - Hold one major annual “field trip” related to soil and water conservation in Colorado.
 - Continue to request member participation in various committees and society functions.
 - Encourage members to involve themselves in local natural resource issues in their communities.
- D. Conduct educational workshops, or meetings to inform the members and general public about natural resource issues.
 - Provide educational credits (when feasible) for all workshops.
 - Consider a regional workshop organized in conjunction with SWCS chapters in adjoining states.
 - Determine the potential to develop a Certified Crop Advisory study session in cooperation with other interested institutions, private sector groups and/or other professional societies.
 - Support the Colorado State Fair booth, both financially and with volunteers to assist in the booth’s operation.
 - Continue to support the judging and award presentations in the Colorado education system’s K-12 Science Fair Program (13 Regional fairs plus a State Fair)..
 - Provide educational materials on natural resource issues to schools in K-6 programs throughout the state.
 - Develop workshops and/or provide information via internet, meetings and newsletters about:
 - Erosion by wind and water and erosion control practices across Colorado to prevent sediment from reaching waterways and water storage reservoirs of

Colorado and to maintain soil quality and sustainability of agricultural land and rangeland, as well as natural and urban systems.

- Management of water resources for sustainability and water quality, which are extremely important for the arid western United States, including Colorado.
- The proper use of agrochemicals and the importance of floodplain and land use planning guidelines.
- The importance of our heritage, the people who work the land and how we can use this information to make decisions that benefit our future society.

E. Expand communication capabilities with members.

- Increase the use of the internet to communicate and disseminate information to members.
- Manage and update the Colorado Chapter's web page
- Recognize member activities and accomplishments through awards and other means.
- Develop a section in the newsletter called, "Conservation News from Colorado."

F. Training and education

- Increase participation in chapter development workshops by board members and other chapter members.
- Develop members' leadership skills and utilize existing member's leadership skills to further the chapter's mission.
- Distribute weed control information through brochures and other means available.
- Participate either financially or as a resource in small acreage workshops conducted by the soil conservation districts, CSU extension service and other professional conservation organizations.
- Provide articles about the SWCS to other organizations' newsletters. (eg. TNC, Sierra Club, the National Cattlemen's Foundation, etc.)
- Provide training or workshop opportunities in the following areas.
 - Erosion Control in developing communities
 - Farm Policy Legislation
 - Carbon Sequestration and its opportunities for the farm and ranch communities. (investigate possibilities of partnering with adjacent state chapters)
 - Weed control workshops, including control of invasive species.
 - Growth management issues as they relate to natural resources.
 - Biofuels and conservation
 - Conservation of productive farmlands, scenic areas and open space around urban growth areas and to minimize environmental impacts for conservation of air, soil and water quality.

G. Support Colorado Chapter Awards Programs

- Undergraduate Student Scholarship Award: Offer two \$500 scholarships to Junior or Senior level students in a natural resources related fields that attend a Colorado college
- Colorado Chapter Grant Program: Awards for individuals and groups to apply for sponsorship for activities related to the SWCS mission. Allow up to \$200 per sponsorship to a maximum of \$500 annually.
- Science fair:
 - Support 13 regional Science Fair Awards for grades 9-12 for first and second place with a certificate and \$25.00 award.
 - Support 13 regional Science Fair Awards for grades 5-8 for first and second place with a certificate and \$25.00 award.
 - Support the State Science Fair Awards for grades 9-12 for first and second place with a certificate and \$50.00 award.
 - Support the State Science Fair Awards for grades 5-8 for first and second place with a certificate and \$50.00 award.
- Conservation Reporter of the Year Award: Awarded to a professional in journalism who actively reports local and state activities sponsored by the society. Winner is presented with a \$150 award and a waived luncheon fee for the CACD or SWCS Colorado Chapter Annual Meeting. Nomination should consist of no more than a one page summary of reporter accomplishments submitted to awards chair, by October 10th annually.
- Conservationist of the Year Award: Awarded to a producer who demonstrates and implements soil and water conservation practices that reduce harmful environmental impacts. The winner is chosen from the Conservationist of the Year nominations submitted to CACD after their winners are chosen. Winner is presented with a \$150 award and a waived luncheon fee for the CACD or SWCS Colorado Chapter Annual Meeting.
- Junior Conservationist of the Year Award: Awarded to a high school student who demonstrates and implements soil and water conservations practices that reduce harmful environmental impacts. Winner is presented with a \$75 award and a waived luncheon fee for the CACD or SWCS Colorado Chapter Annual Meeting. Nominations should consist of no more than a one page summary of accomplishments submitted to awards chair, by October 10th, annually.
- President's Citation: In recognition of outstanding effort and achievement as a leader in support of the chapter and society.
- Recognize member activities and accomplishments through awards, chapter commendations and other means.

VII. ANNUAL PLAN

At the beginning of each fiscal year the president and the board will select a series of critical issue that will be addressed for that year. The issue will be addressed via the annual workshop, emails, field trips, newsletter and other potential alternatives.

VIII. CRITICAL OPERATING STRATEGY UPDATES:

- A. The usefulness of this operating strategy will diminish in direct proportion to its age, unless it is periodically reviewed and updated by Chapter Officers each year. Because natural resource issues and solutions, chapter operating needs, and our membership will continue to change over the years, our strategy must keep pace and change as well.
- B. This strategy will be reviewed and updated on a yearly basis when the new officers, directors, and committee chairs are in place for the year. This will be achieved during the first two months of the year and distributed to SWCS Board members through email and newsletter for comment and suggestions. Suggestions for activities for the upcoming year can be requested from members present at the Annual meeting and incorporated into the annual plan for the year.