

## WWOA STRATEGIC PLAN 2010-2015

### *WWOA Mission Statement ~ Leaders in Woodland Management*

#### **W.W.O.A. Purpose**

*The Wisconsin Woodland Owners Association Inc. was established in 1979 to encourage sustainable use and management of the woodlands, and all related resources in Wisconsin. WWOA is dedicated to serve the interests of woodland owners, develop public appreciation for the value of Wisconsin woodlands, and the importance of woodlands in the economy and overall welfare of Wisconsin.*



*WWOA is dedicated to the education of woodland owners with a perspective on the future and a strong commitment to sustainable forest management.*



*WWOA's mission is to ensure that future generations will be able to enjoy the beauty and utility of the woodlands.*



*WWOA is the "Steward of Wisconsin Woodlands".*

*revised 6-4-09*

The Wisconsin Woodland Owners Association has created this 2010-2015 strategic plan with input from the membership via the membership survey that was in the September 2008 issue of *Woodland Management*. On March 28, 2009, WWOA Board of Directors and Chapter Chairs met in Stevens Point to brainstorm priorities for inclusion in the strategic plan. June 4, 2009 the WWOA Board approved the following plan with goals and actions.

#### **GOAL I      DEVELOP EFFECTIVE PARTNERSHIPS**

Description:    Develop effective partnerships with state agencies and organizations that are interested in the management of Wisconsin's forests.

##### **A. Public agencies**

Create an awareness of WWOA's mission and activities at DNR, DATCP, and UW-Extension leadership level. Promote common goals to discover additional avenues to promote sound forest management. All Committees should be involved.

##### **B. Conservation/Environmental organizations**

Seek out organizations interested in forest management. Cosponsor events with other organizations and/or solicit their participation in our events. Look for opportunities to partner with other organizations that would result in increased membership benefits for both organizations. Starting in 2010 and ongoing. All Committees should be involved.

##### **C. Forest Industries/Professional organizations**

Work to include all stakeholder organizations – nurseries, forestry professional expertise, loggers, primary and secondary forestry markets – in discussions on private forest management. Create a forestry coalition to broaden our voice and improve the forests of Wisconsin. Establish personal relationships within these organizations. Have the Past President Committee review the possibilities of a forestry coalition. Starting in 2011 and ongoing. The Marketing Committee should take the lead on this.

D. Partner with Youth-oriented organizations

Provide education to future woodland owners by using real world examples of private woodland stewardship and by partnering with LEAF, FFA chapters, 4-H, Boy Scouts, Girl Scouts, and local School Forests. Starting in 2010 and ongoing. The Education Committee should take the lead on this.

**GOAL II      STRENGTHEN CHAPTERS**

Description: WWOA membership begins at the chapter level. By strengthening chapters, we will also be providing members with more educational opportunities and strengthening WWOA.

A. Review WWOA chapter structure

Form a subcommittee to look at WWOA's chapter structure (such as the number of counties that should make up a chapter) and dues. Investigate the IRS group designation for WWOA. The subcommittee should review the chapter structure in 2010 and should report to WWOA Board by 2011.

B. Purchase new exhibit boards for use on the local level

2009 Silent Auction funds will be used to purchase additional exhibit boards and exhibit materials. Design template exhibit materials with room for unique chapter information. Form a subcommittee from the President's Council on Chapter Chairs in 2010 to design and create template by 2011.

C. Encourage Chapter participation in the WI Woodland Leadership Institute

To increase effective leadership at the chapter level and encourage each chapter to participate in the WI Woodland Leadership Institute. WWOA Board of Directors and President's Council on Chapters to work on continuously.

D. Increase Chapter use of statewide WWOA Committees and resources

WWOA's statewide structure has many resources to assist Chapters. Encourage chapter use of WWOA Committees and resources such as the Publicity Committee to promote events or the Education Committee's Children's Activity booklet for hosting youth events. All committees write-up what assistance they could provide to the chapters and provide it to the President's Council on Chapter Chairs. All committees should be made available to the Chapters and the President's Council on Chapters should take the lead on this. This should be in place by 2015.

E. Assist Chapters in communicating with their members

The Membership Survey identified that members rely on Chapter newsletters for information. Develop a template for chapter newsletters or e-news, facilitate and encourage sharing of articles from chapter newsletters. Give Chapters the ability to have a page on the WWOA website. The Website Committee and Past Presidents Committee should determine if it is possible and feasible for the chapters to have a web page and be in place by 2014. The Publicity Committee and President's Council on Chapters should jointly develop a "chapter newsletter template" for use by all chapters by 2012.

- F. Increase Chapter consistency and expectations to improve organizational effectiveness  
Strengthen chapters by establishing a positive recognition system based on minimum expectations of services provided to members. The President's Council on Chapters and Awards Committee jointly should develop this. The Awards Committee should implement this recognition award by 2011.
- G. Increase estate planning efforts  
The Membership Survey identified a need for estate planning workshops. Providing workshops on the chapter level will increase the awareness and value of belonging to WWOA. These workshops can lead to more future woodland owners participating in chapter events. Create a subcommittee on estate planning to develop a workshop for members by 2013.

### **GOAL III      INCREASE WWOA MEMBERSHIP**

Description: WWOA is a membership-based organization, with members that recognize the valuable service WWOA provides. By increasing WWOA membership, we will increase forest management on private woodlands throughout Wisconsin.

- A. Promote the WWOA gift membership program  
Many members are still unaware of this program. Increase awareness of this program to encourage future woodland owners to become members. Encourage members who sell their woodlands to others to use this program. Starting in 2010 and continuing indefinitely. The Membership Committee should take the lead on this.
- B. Review membership categories  
Review the various categories of WWOA membership including terminology used to determine if they meet WWOA's current needs. Create a subcommittee in 2010 to review membership categories and report to the WWOA Board by 2011 of their findings and any recommendations.
- C. Increase member to nonmember contacts  
Enhance members' pride in WWOA and encourage members to reach out to WWOA nonmember neighbors, friends, associates, and relatives to explain the benefits of WWOA membership. Bring nonmembers to a field day or meeting. All WWOA Committees, Chapters and members can participate in this and it will be ongoing. Making members aware of this opportunity will be the responsibility of the Membership Committee and President's Council on Chapters.
- D. Increase participation by MFL enrollees  
Look for opportunities to increase MFL enrollees' awareness of the benefits of a WWOA membership. The Membership and Marketing Committees should meet jointly and identify opportunities to make MFL enrollee's aware of the benefits of WWOA membership.

- E. Look for avenues to distribute WWOA information and publications  
Actively seek avenues to increase awareness of WWOA and distribution of WWOA information. Consider the reasons woodland owners own land, new communication technologies, and everyday resources that are not being used to promote the stewardship of private woodlands. The Membership, Past Presidents and Education committees should meet jointly to develop avenues and information to be distributed to nonWWOA members by 2015.
- F. Create a new website with features to attract younger members  
The 2007 Silent Auction raised funds to create a new WWOA website. Incorporate new technologies such as videos, widgets, and credit card payments to reach current and future woodland owners. The Website subcommittee should determine the cost to incorporate the new features identified. They should provide the results and implementation plan to the WWOA Board by 2010.

#### **GOAL IV      INCREASE EDUCATIONAL EFFORTS AND EFFECTIVENESS**

Description: The issues facing woodland owners significantly increase each year. Members expect WWOA to provide them with the information they need to be good stewards of their woodlands.

- A. Use Membership Survey to determine new educational efforts  
Create additional educational opportunities for members based on the results of the Membership Survey.
- B. Increase next generation opportunities to learn about forest management  
Look for partnerships or opportunities to include future or new woodland owners in educational activities.
- C. Membership mentoring  
Encourage members to welcome new members and act as a mentor on WWOA behalf.
- D. WWOA Foundation and Seno Woodland Education Center  
Create a wider awareness of the WWOA Foundation's activities and mission. Encourage chapter use of the facilities. Create a more visible tie to the Foundation. Potential stop on a forestry trip. The WWOA Board of Directors will need to address a wider awareness starting in 2011.
- E. Educational forestry trips  
Offer forestry tours as requested in the Membership Survey to expand member's knowledge of forest management techniques and stewardship.  
(example: Seno Center could be a stop on a forestry tour.) Form a trip subcommittee in 2010 with the goal of having a trip for members by 2013.
- F. Develop a landowner tool kit for educating and communicating with legislators Help members to educate their legislators about forest stewardship and management issues. This toolkit could be placed on the WWOA website when completed. The Government Affairs and Education Committees should meet jointly and develop this toolkit by 2013.