Pennsylvania Association of Conservation Districts

Strategic Planning Work Session

August 2009

- Name
- Organization

- Individuals list their response to the focus question

"The Best Thing We Will Accomplish as an Association in the Next Five Years"

- Envisioning a stronger, more effective PACD and the actions needed to build the organization.
- Revise, update, and make a new strategic plan with priorities for staff & funding resources.
- Develop a 12-month action plan with commitments and time schedule for priority initiatives and methods to build support among member districts.

- Opening Comments, Self Introductions, Agenda, & Session Objectives
- Effective Organizations
- Associations & Their Importance
- PACD Living Timeline
- PACD Mission & Vision Statements
- Goals Grid
- District Expectations of PACD
- Partner Expectations of PACD
- Lines of Business of PACD
- Measures of Success
- Dinner Break
- Measurable Goals
- Review Next Day Agenda

- Opening Comments, Review Agenda for the Day, General Discussion
- Benchmarks & Timeline
- Action Register
- Lunch Break
- Action Register
- Funding Strategies for PACD
- Organizational Recommendations for PACD
- Workshop Evaluation & Closing Comments
- Adjourn

Goals

Working Environment

Tensions

Procedures

WSU Cooperative Extension

ASSOCIATIONS & THEIR IMPORTANCE

- 14 trends identified by American Society of Association Executives.

- Leadership
- Value – ROI
- Responsiveness
- Technology
- Change Loops
- Revenue Sources
- Generational Issues

- Work Force
- Outsourcing
- Governance
- Competition and Alliances
- Consolidation and Mergers
- Globalization
- Image Building

- Associations are time-intensive
- Complexity generates time pressures
- Quality of life, work/life conflict, stress
- Accommodate time pressed members and leaders; simplify
- Workload shift to staff

- Enable the members to pool their resources and collectively accomplish what they cannot accomplish individually.

- Exert Influence
  - Internal
  - External
- Obtain & Share Information
- Provide Products & Services
  - Benefit members
  - Benefit society

- Purpose & Goals
- Membership Development
- Governing Body, Officers & Directors
- Organizational Structure & Documents
- Programs & Services
- Association Staff
- Financial Management & Control
- Information Management & Automation
- Government Affairs
- Communications

- Envision the organization to serve the member's needs
- Hold people accountable to that vision

Time to start

- Individuals list the top 3 PACD accomplishments that have been realized since 1990.
- On a large timeline, individuals make notes of these PACD accomplishments.
- Review and discuss accomplishments.

Conserving Natural Resources for Our Future

- The PACD is a non-profit organization that supports, enhances, and promotes Pennsylvania's Conservation Districts and their programs. Conservation Districts work to enhance and promote locally led conservation efforts that support the wise use of the state's natural resources. The PACD primarily serves as the collective voice for Pennsylvania's 66 county Conservation Districts. PACD provides advocacy, education, technical assistance, training, program coordination and facilitation to Conservation Districts and their constituents. The PACD works side-by-side with private organizations, business and industry partners, and many federal and state agencies.

- The Mission of the {organization} is to do {what} for {whom} by {how}

- "Goals Grid" for clarifying goals and objectives
- Small group exercise to complete the Goals Grid utilizing the focus questions:
  - what are you trying to achieve
  - what are you trying to preserve
  - what are you trying to avoid
  - what are you trying to eliminate
- Group discussion and record of the results

Do We Have It?	Yes	I Achieve	II Avoid
	No	III Preserve	IV Eliminate
		Yes	No

Do We Want It?

- Group discussion of the Pennsylvania Conservation Districts' expectations of their state association.
- Review phone interview summary of district input on goals, services and products.

Time to start

- Discussion on PACD partner organizations and relationship to PACD.
- Short group discussion of partner expectations of PACD.

- Group discussion, identification, and prioritizing lines of business of PACD
  - Examples - legislative & influence, information exchange, public outreach, technical assistance, conservation education, district ownership

- Small groups identify a measurement of success for each of PACD's Lines of Business.
- Group discussion and record of agreed-to measures of success.

- Group discussion and identification of goals for the next 5 years using the measures of success, interview notes

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- Small groups formed for each line of business to develop recommended major benchmarks and timeline to reach the goals identified.
- Benchmarks posted on wall sized timeline for display

- Small groups identify a 3 priority actions in the next 12 months for each line of business.
- Presentation to large group and discussion.

- District ownership, information exchange & association governance & operations
- Influence & district representation (legislative, government, other)
- Training facilitation (governance, technical, administrative)
- Public outreach (marketing & tools)
- Engineering (TAG)
- Program administration work (contracts)
- Conservation awareness & education resources

- Group discussion of association funding strategies.
- Discussion of targeted staffing levels matched to workload, perception of competition with member districts for funding.

Time to start

- Review organizational recommendations from phone interviews.
- Informal group discussion of strategies, concepts and ideas to improving PACD.

- Things to Keep
- Things to Change
- Something I Learned
- Worth My Time

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