

# SCDNR-Conservation Districts Strategic Plan

Brooke Myres, SCDNR-CD Program Development Manager





# Why/how do we make a plan?

- SCDNR-CD experienced SO MUCH CHANGE!
- Desired an impactful, useful plan that did not sit on a shelf!
- Needed to establish a strategy on what the plan should include...



# Our 3-Year Plan Framework

- Mission, vision, and values (remain the same into the future)
- Long Term Objectives and Key Results (3 year)
- Short Term Objectives and Key Results (1 year)

# Building the plan

Surveyed  
stakeholders

Built  
Stakeholder  
Committee

Developed  
Mission,  
Vision, and  
Values

Stakeholder  
Input Session

Established  
Long-term  
Objectives and  
Key Results

Virtual  
Stakeholder  
Meeting

Established  
Short-term  
Objectives and  
Key Results

Released the  
plan with  
accountability  
measures

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Clear Survey

**SCDNR Conservation District Survey**  
Please return survey no later than Monday, March 2, 2020.

Name (optional): \_\_\_\_\_ County (optional): \_\_\_\_\_

Choose one: ☐ SWCD EMPLOYEE or ☐ COMMISSIONER or ☐ PARTNER

Years of service: \_\_\_\_\_

1. How can DNR better support Conservation Districts?  
\_\_\_\_\_

2. What topics need to be addressed during Conservation District strategic planning?  
\_\_\_\_\_

3. How can DNR better support Watershed Boards?  
\_\_\_\_\_

4. What type of trainings do Conservation District employees need?  
\_\_\_\_\_

5. What type of trainings do Conservation District commissioners need?  
\_\_\_\_\_

6. What type of trainings are needed in relation to Watershed Districts?  
\_\_\_\_\_

7. Rate the following training topics (1 being not likely to attend and 5 being very likely to attend).

a. Administration (computer operation, filing, bookkeeping)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
b. Financial Resources (grant writing, contribution agreements, state allocations)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
c. Website building and maintenance	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
d. Adult education and outreach	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
e. Youth education and outreach	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
f. Legislative communications	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
g. SWCD History and Law & Watershed District Law	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

8. In what area/s does your Conservation District excel? Please share a brief success story.  
\_\_\_\_\_

9. In what area/s could your Conservation District improve?  
\_\_\_\_\_

10. What kind of promotional materials should DNR-Conservation Districts produce that would benefit your county?  
\_\_\_\_\_

Direct questions and return completed surveys to:  
Brooke Myres, SCDNR  
[bmyres@dnr.sc.gov](mailto:bmyres@dnr.sc.gov)  
803-609-7051  
PO Box 167, Columbia, SC 29202

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PDF Survey – fillable and printable

Topics

Better support in various areas

Training needs

How does your district excel/need improvement?

District employees, commissioners, NRCS

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graph LR; A[Surveyed stakeholders] --> B[Built Stakeholder Committee]; B --> C[Developed Mission, Vision, and Values]; C --> D[Stakeholder input session]
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Surveyed  
stakeholders

Built  
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Stakeholder  
input session

- Committee makeup
  - Leadership from Association
  - Association employees
  - Diverse set of district employees and commissioners
- Took into account
  - Geographic location
  - Involvement
  - Experience and background



Surveyed  
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#### MISSION

Our mission is to promote, enhance, and protect the wise use of soil and water for increased quality of life and the legacy of our land for the benefit of all South Carolinians.

#### VISION

Our vision is to be the foremost leader in locally led conservation in South Carolina through Soil and Water Conservation Districts (SWCDs) and Watershed Districts (WSDs).

#### VALUES

We support Soil and Water Conservation Districts and Watershed Districts.

We promote conservation partnerships.

We serve by providing conservation education and technical assistance.

We advocate for new and emerging conservation practices.

- Incorporated developing our M,V,V into team meetings
- Meeting prep
  - Reviewed agency, association, and districts M,V,V
  - Brought definitions of M,V,V to our meeting
  - Provided examples of successful organization's M,V,V
- Reviewed a couple of times before finalizing



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- Virtual Prep Meeting
  - Keynote speaker on Strategic Planning
  - Presentation of M,V,V
  - Survey Results
  - Explain format of in-person meeting
- In-Person Meeting
  - Conservation Partnership Roles and Expectations – Mike Brown
  - Broke into discussion groups
  - Came back together for recap, group discussion, and what's next



Established  
Long term  
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Released plan  
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- Team meeting held to establish Long-term Objectives and Key Results
  - Discussion question posed around our established M,V,V
  - Shared how each of our roles fits into that discussion
  - Developed our Long-term Objectives and Key Results
- Homework to develop individual Short-term Objectives and Key Results

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SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES  
**CONSERVATION DISTRICTS**  
STRATEGIC PLAN 08/22-07/25

MISSION

Our mission is to promote, enhance, and protect the wise use of soil and water for increased quality of life and the legacy of our land for the benefit of all South Carolinians.

VISION

Our vision is to be the foremost leader in locally led conservation in South Carolina through Soil and Water Conservation Districts (SWCDs) and Watershed Districts (WSDs).

VALUES

We support Soil and Water Conservation Districts and Watershed Districts.

We promote conservation partnerships.

We serve by providing conservation education and technical assistance.

We advocate for new and emerging conservation practices.

LONG TERM OBJECTIVES AND KEY RESULTS

Empower SWCDs and WSDs to be the foremost leaders in South Carolina conservation

- Provide resources and training
- Endorse significance and value of SWCDs and WSDs
- Increase SCDNR-Conservation Districts staff

Establish brand recognition throughout South Carolina

- Improve visibility through outreach and communication
- Provide tools to increase brand consistency statewide with SWCDs and WSDs
- Promote the "conversation on locally led conservation"

Increase conservation advocacy

- Review SWCD and WSD laws
- Develop legislative understanding and involvement throughout districts
- Address conservation resource concerns

Broaden conservation collaboration in South Carolina

- Enhance networking between the conservation partnership
- Define and connect SWCDs and WSDs to available resources
- Diversify conservation relationships

- Kept stakeholders engaged
- Presented plan thus far and asked for input

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SHORT-TERM OBJECTIVES AND KEY RESULTS 08/22-07/23

**Program Management – Contact person: Tyler Brown (brownnty@dnr.sc.gov)**  
Enhance conservation collaboration

- Strengthen existing conservation partnerships
- Engage new conservation partners for locally-led conservation
- Increase mentoring opportunities between SWCD Commissioners

Implement effective conservation advocacy

- Identify information on SWCD for federal, state, and local delegations
- Advocate statewide conservation resource concerns
- Facilitate state SWCD law modernization

Heighten SWCD Commissioner leadership

- Define the SWCD brand
- Expand leadership capacity for SWCD Commissioners
- Showcase leadership relationships

**Administration – Contact person: Deanne Myrick (myrickd@dnr.sc.gov)**  
Strengthen relationships

- Increase engagement with SWCD employees
- Grow interaction with a variety of conservation partners
- Increase involvement with local, state, and national conservation partners

Maintain and improve record keeping and responsiveness

- Increase efficiency of record keeping
- Keep SWCD dynamic records current
- Balance volume of workload to maintain efficiency

**Program Development – Contact person: Brooke Myres (myresb@dnr.sc.gov)**

Assist SWCDs to effectively operate and tell our story

- Create templates for statewide use by districts
- Facilitate growth of Local Work Group effectiveness in South Carolina
- Coordinate district trainings and resource sharing between conservation partners

Increase SCDNR-CD outreach efforts

- Streamline and increase reach of statewide annual report
- Create statewide outreach material
- Monitor and report progress of SCDNR-CD Strategic Plan

Grow SC Envirothon to be the leading environmental competition in South Carolina

- Increase support to districts to grow team numbers and sponsors
- Expand Training Trunk Program
- Strengthen and clarify operations

**Watershed Districts – Contact person: Chris Workman (workmanac@dnr.sc.gov)**

Enhance WSD Resources

- Produce WSD Director Handbook
- Increase accessibility
- Develop WSD trainings

Increase WSD accountability and visibility

- Increase inspections and reporting
- Develop WSD supporting documents
- Initiate outreach efforts

Initiate WSD advocacy

- Increase WSD awareness of local events
- Identify information on WSD for federal, state, and local delegations

- Team meeting held to establish Short-term Objectives and Key Results
  - Based around each team members role
  - Presented and discussed each of our Short-term Objectives and Key Results
  - All Short-term Objectives fit into Long-term Objectives

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Released plan  
with  
accountability  
measures

➤ Releasing the plan

- Presented to Stakeholder Committee for final input
- Handed out at state conference
- Sent statewide to all partners at beginning of plan year as a reminder

➤ Accountability

- Contact person on released plan for each team member role
- Potential deliverable spreadsheet with quarterly team meetings
- Realistic deliverables built into annual employee plan
- Plan progress reports to stakeholders twice per year



# Questions or Input?!

## SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES CONSERVATION DISTRICTS STRATEGIC PLAN 08/22-07/25

### MISSION

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Empower SWCDs and WSDs to be the foremost leaders in South Carolina conservation

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Establish brand recognition throughout South Carolina

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- Promote the "conversation on locally led conservation"

Increase conservation advocacy

- Review SWCD and WSD laws
- Develop legislative understanding and involvement throughout districts
- Address conservation resource concerns

Broaden conservation collaboration in South Carolina

- Enhance networking between the conservation partnership
- Define and connect SWCDs and WSDs to available resources
- Diversify conservation relationships

### SHORT-TERM OBJECTIVES AND KEY RESULTS 08/22-07/25

Program Management – Contact person: Tyler Brown (brownaty@dnr.sc.gov)

Enhance conservation collaboration

- Strengthen existing conservation partnerships
- Engage new conservation partners for locally-led conservation
- Increase mentoring opportunities between SWCD Commissioners

Implement effective conservation advocacy

- Identify information on SWCD for federal, state, and local delegations
- Advocate statewide conservation resource concerns
- Facilitate state SWCD law modernization

Heighten SWCD Commissioner leadership

- Define the SWCD brand
- Expand leadership capacity for SWCD Commissioners
- Strengthen leadership relationships

Administration – Contact person: Deanne Myrick (myrickd@dnr.sc.gov)

Strengthen relationships

- Increase engagement with SWCD employees
- Grow interaction with a variety of conservation partners
- Increase work-meets with local, state, and national conservation partners

Maintain and improve record keeping and responsiveness

- Increase efficiency of record keeping
- Keep SWCD dynamic records current
- Reduce volume of workload to maximize efficiency

Program Development – Contact person: Brooke Myres (myresb@dnr.sc.gov)

Assist SWCDs to effectively operate and tell our story

- Create templates for statewide use by districts
- Facilitate growth of Local Work Group effectiveness in South Carolina
- Coordinate district training and resource sharing between conservation partners

Increase SCDNR-CD outreach efforts

- Streamline and increase reach of statewide annual report
- Create statewide outreach material
- Monitor and report progress of SCDNR-CD Strategic Plan

Grow SC Environmental to be the leading environmental organization in South Carolina

- Increase support to districts to grow team numbers and sponsors
- Expand Training Truck Program
- Streamline and clarify operations

Watershed Districts – Contact person: Chris Workman (workmanc@dnr.sc.gov)

Enhance WSD Resources

- Produce WSD Director Handbook
- Increase accountability
- Develop WSD training

Increase WSD accountability and visibility

- Increase responsiveness and reporting
- Develop WSD supporting documents
- Institute outreach efforts

Institute WSD advocacy

- Increase WSD awareness of local events
- Identify information on WSD for federal, state, and local delegations

## Key takeaways

- Listen to stakeholders and keep them engaged
- LOTS of prep work going into each phase
- Accountability is critical
- SHORT, impactful, and realistic

Brooke Myres, SCDNR-Conservation Districts

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