



W.W.O.A. Strategic Plan 2015-20 Updated September 1, 2016

W.W.O.A. Purpose

The purpose of the Wisconsin Woodland Owners Association Inc. is to encourage sustainable forestry 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; and
- 🌲 educate woodland owners to instill 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.

revised 6-4-12

GOAL I - Organizational Structure

Working group members: Randy Williams (chair), Dave Congos, Arlene Roehl, Buzz Vahradian, and Chuck Wagner

- ❖ Adjust WWOA structure to be more efficient and effective with WWOA's resources.
 - *Approved a revised WWOA organizational chart to be more efficient.*
 - *Reviewed WWOA's current internal committees to determine purpose and effectiveness. Approved internal committees and created a new committee, Forestry and Natural Resources.*
 - *Reviewed WWOA's external committees to determine purpose and effectiveness.*
 - *Presidential committee chair appointments are approved by the Board of Directors.*
 - *2015-16 Volunteer WI AmeriCorps member, Elise Worthel, worked with interested members to match their interests and skills with available volunteer positions.*

- ❖ Improve the function of the WWOA Board of Directors.
 - *Reviewed the role of the WWOA President, Board members and executive director.*
 - *Reviewed WWOA Board of Director assignments to internal and external committees.*
 - *Instituted Board meetings via conference call twice monthly, as needed, in addition to in person quarterly meetings. Chapter chairs are invited to these meetings.*
 - *Suggested orientation and survey of Board members about additional training needs. 2015-16 Volunteer WI AmeriCorps member, Elise Worthel, worked with this working group to design and send out a survey to Directors with questions on training needs and board effectiveness.*

- ❖ Create and implement a workable Strategic Plan that aligns with WWOA's mission.
 - *Identified top three goals for organizational structure for planning period.*
 - *Populated work groups to work on top goals.*
 - *Identified work group leader who is responsible to lead team. Update work group leaders as Directors move on and off the Board.*

GOAL II - Financial Stability

Working group members: Arlene Roehl (chair), Chuck Wagner and Richard Wagner

- ❖ Review existing WWOA processes, programs and services for financial impacts.
 - Reviewed WWOA dues structure and pricing. WWOA has not increased dues since 2008 and this has led to a budget deficit. WWOA Board approved a dues increase effective January 1, 2016.
 - As part of the dues increase the 3-year membership will be set at \$135 - a number equally divisible by 3 to make office bookkeeping simpler.
 - Board approved modifying WWOA's Project Request form so that each budgetary request must state how it aligns with the strategic plan.
 - Finance and Chapter Chairs Committees worked with the Treasurer to create Chapter Treasurers Reporting Guidelines, Chapter Financial Reporting Form, and Best Management Practices for Chapter Treasurers, which have been approved by the Board and distributed to the Chapters.
 - Constant Contact email system was used to send News from Wisconsin Woods newsletter for the first time to members with email addresses on file, saving printing and mailing costs. Members had the option to request a hard copy of the newsletter.
- ❖ Create a long-term Marketing Strategy that supports WWOA's mission.
 - Created a new WWOA membership brochure and updated exhibit board materials utilizing WWOA's new tag line "Creating Tomorrow's Woodlands Today".
- ❖ Design a long-term Fundraising Strategy that will provide income from a variety of sources without causing donor fatigue.
- ❖ Create programs that will assist WWOA members with Estate Planning.
 - Applied for and received a WI Environmental Educational Board (WEEB) grant to assist WWOA members with engaging their next generation. Volunteer WI AmeriCorps member, Elise Worthel, designed and promoted two Growing Your Legacy Field Days for July 2016. However, response was low resulting in cancellation of the field days. WEEB grant was revised allowing for the finishing and printing of WWOA's new My Land Handbook. The Handbook was distributed at the WI Tree Farm field day in August 2016 and at the 2016 WWOA Annual Meeting. Chapters may request hard copies of the My Land Handbook for distribution at their events. My Land Handbook is also available on the WWOA website under Publications.

GOAL III - Building Membership

Working group members: Margaret Parsons (chair), Paul Kienitz, Dean Mehlberg, Steve Ring, and Marilyn Steele

- ❖ Improve administration of WWOA Chapter and State memberships.
 - Enrolled in Constant Contact marketing system so that WWOA can contact members electronically with important information. In 2016 used Constant Contact to email information to members on Managed Forest Law legislative changes, Annual Meeting updates, Endowment Fund Match Campaign, and send out News from Wisconsin Woodlands newsletter.
 - Reviewed member email addresses to ensure current email addresses are on file. WWOA office contacted members with invalid addresses.
- ❖ Improve retention of WWOA Chapter and State memberships.
 - New WWOA members are sent a welcome packet of information along with a copy of the most recent Wisconsin Woodlands magazine within a couple weeks of joining.
 - 2015-16 Volunteer WI AmeriCorps member, Elise Worthel, provided a templates of Chapter membership brochures at April 2016 Chapter Chairs meeting so that Chapters

could provide the WWOA office with a Chapter membership brochure for the new member packets.

- 2015-16 Volunteer WI AmeriCorps member, Elise Worthel, contacted members with expired memberships by phone and email to encourage them to renew.
- Increased information provided to WWOA members via Constant Contact emails about WWOA activities. Facebook use increased and likes rose to 393 – can you help us increase our likes?

- ❖ Look for new ways to increase the number of WWOA Chapter and State memberships.
 - WWOA's Volunteer WI AmeriCorps member wrote press releases to promote WWOA and chapter activities.
 - Volunteer WI AmeriCorps member assisted chapters in creating a new chapter brochure and/or website.
 - Website and Facebook postings are kept current to attract new members and retain existing members.
 - Created a new membership brochure, tag line and exhibit board materials to better market our educational efforts and woodland owner networking.

GOAL IV - Education & Partnerships

Working group members: Richard Wagner (chair), Mike Bohman, Jan Lehrer, Colleen Lourigan, Steven Raether, Gary Rieniets, and Buzz Vahradian

- ❖ Reach Wisconsin legislators and the media with information on how the Managed Forest Law (MFL) program impacts private woodland owners.
 - Contacted the Governor and Joint Committee on Finance regarding proposed 2015-17 state budget initiatives impacting the MFL/FCL program.
 - Press release was sent out regarding the MFL/FCL cutting notice proposal in the 2015-17 state budget.
 - Purchased legislative directories for Board members and Chapter Chairs.
 - Wrote letters to legislators and the Governor, testified at Public Hearings, and kept members informed via emails and articles in Wisconsin Woodlands and on website of proposed MFL legislative bills (AB 561/SB 434).
 - Act 358 (MFL bill) has been signed by the Governor. WWOA is providing feedback on proposed DNR implementation guidance of these changes. Members will be kept up-to-date via WWOA website and Wisconsin Woodlands magazine.
- ❖ Take the lead in increasing cooperation among landowner organizations.
 - Worked with the WI Alliance of Forest Owners on proposed MFL legislation in 2015-16.
 - Invited the Great Lakes Timber Professionals Association and WI County Forests Association to a WWOA Board of Directors meeting.
 - Participate in WI Wildlife Federation committee on Forestry and Parks.
 - WWOA member, Ross Prior, to represent WWOA on DNR DMAP committee.
- ❖ Link WWOA Chapters to School Forests in their area.
 - Chapter Chair meeting on April 11, 2014 brought in Gretchen Marshall, School Forest Educator to provide information on the School Forest program.
 - Scheduled Growing Your Legacy Field Days in July 2016 to be held at the Merrill and Reedsburg School Forests, unfortunately registration was too low to hold these events.
- ❖ Continue and improve current WWOA educational efforts.
 - Women of WWOA (WOWWOA) group was started in 2014 and a steering committee has been formed to oversee these gatherings. To date six statewide, educational events have been held and two events were hosted by chapters – Wolf River and Chippewa Valley. Gatherings were held in October 2015 and April 2016 with presentations on

engaging the next generation, wild edibles, My Land Handbook, birding, oak wilt and other forest health issues, creating a wildlife management plan, Arbor Day activities and favorite nature books or readings. Women woodland owners are encouraged to join us!

- *WWOA Board of Directors and Publications Committee members have solicited or authored more articles on current topics for in Wisconsin Woodlands magazine.*
 - *Through a 2016 WI Environmental Education Board grant, WWOA was able to print the WWOA My Land Handbook for distribution to WWOA members and other woodland owners.*
- ❖ **Establish key partnerships that will improve woodland owner education and outreach.**
- *Active attendee at Council on Forestry meetings and participates in a number of Council on Forestry working groups to improve partnerships.*
 - *Designated representation on various DNR Advisory Teams such as MFL/FCL Cutting Notice, Dispute Resolution, Private Lands, Oak Harvesting Guidelines, BMPs, and Silviculture Guidance.*
 - *Great Lakes Timber Producers and WI County Forests Association participated in WWOA Board of Directors meeting on June 7, 2016.*
 - *Participated in a Great Lakes Timber Professionals Association Log A Load event on May 17, 2016 at UW-Arlington Ag Station. Shared the importance of private woodlands in Wisconsin with more than 450 school children.*
 - *Met with Trees For Tomorrow's new executive director, Robin Ginner, in May 2016 to discuss possible partnership opportunities.*