



## W.W.O.A. Board Town Hall Meeting September 19, 2015

### 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

### W.W.O.A. Strategic Plan 2015-20 Updates

The WWOA Board of Directors approved this plan on August 26, 2014. Members are encouraged to share their ideas on WWOA's goals and implementation with board members.

#### **GOAL I - Organizational Structure**

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

- ❖ Adjust WWOA structure to be more efficient and effective with WWOA's resources.
  - *Drafted a revised WWOA organizational chart to be more efficient.*
  - *Reviewed WWOA's current internal committees to determine purpose and effectiveness.*
  - *Identified the external committees and will be reviewing their purpose and effectiveness after the 2015 Annual Meeting.*
- ❖ 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 additional training be developed for Board members.*
- ❖ 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.*

#### **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.*
- ❖ Create a long-term Marketing Strategy that supports WWOA's mission.
  - ❖ 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.

### **GOAL III - Building Membership**

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

- ❖ Improve administration of WWOA Chapter and State memberships.
  - *Enrolled in Constant Contact marketing system so that WWOA can contact members electronically with important information.*
- ❖ 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.*
- ❖ Look for new ways to increase the number of WWOA Chapter and State memberships.
  - *WWOA hosted a Volunteer Wisconsin AmeriCorps member, who wrote press releases to promote WWOA and chapter activities.*

### **GOAL IV - Education & Partnerships**

*Working group members: Mike Bohman, Jan Lehrer, Colleen Lourigan, Steven Raether, Gary Rieniets, Steve Ring (chair) 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.*
- ❖ Take the lead in increasing cooperation among landowner organizations.
- ❖ 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.*
- ❖ Continue and improve current WWOA educational efforts.
  - *Women of WWOA (WOWWOA) group has been started and a steering committee has been formed. Five statewide, educational events have been held in the past year. Two of these events were hosted by chapters – Wolf River and Chippewa Valley, while the other three events were hosted by the steering committee.*
- ❖ Establish key partnerships that will improve woodland owner education and outreach.
  - *Active attendee at Council on Forestry meetings and is participating in a number of Council on Forestry working groups to improve partnerships.*
  - *Designated representation on DNR Advisory Teams such as MFL/FCL Cutting Notice, Dispute Resolution, Private Lands, Oak Harvesting Guidelines, BMPs, and Silviculture Guidance.*