



WWOA Strategic Plan 2015-20 Updated September 22, 2018

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 and approved WWOA's current internal committees to determine purpose and effectiveness. Created a new committee, Forestry and Natural Resources.*
 - *Reviewed and approved 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 members, Elise Worthel (2015-16), Anastasia Wolf-Flasch (2016-17) and Abby Krause (2017-18), worked with interested members to match their interests and skills with available volunteer positions.*
 - *In 2017-18 reviewed the budget categories for WWOA office expenses to look for cost savings.*
 - *Approved creation of a membership survey to start the 2020-2025 strategic planning process. Survey was inserted into the Fall 2018 issue of Wisconsin Woodlands. AmeriCorps member, Abby Krause, created the online survey to allow members another avenue for completing the survey.*
- ❖ 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 calls, 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, designed and send out a survey to Directors with questions on training needs and board effectiveness. Survey was repeated by 2016-17 Volunteer WI AmeriCorps member, Anastasia Wolf-Flasch.*
 - *Board of Directors approved a revised Code of Ethics in 2018.*

- ❖ Create and implement a workable Strategic Plan that aligns with WWOA's mission.
 - *Identified top three goals for organizational structure for planning period.*
 - *Populated Strategic Plan 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. These have been approved by the Board and distributed to the Chapters.*
 - *In 2016, 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.*
 - *In 2017, reduced the number of extra magazine copies being printed.*
 - *Board and staff reviewed WWOA's printing expenditures and designated areas to reduce these costs. The 2018 Annual Meeting registration packet will be sent out electronically to members with email addresses.*
 - *Wisconsin Woodlands magazine advertising rates increased on January 1, 2018.*
 - *Due to negative net income forecasted for fiscal year 2017-18 staff pay will be frozen and 2017-18 AmeriCorps program will be funded through donations.*
 - *Fall 2017 hired a new Wisconsin Woodlands editor, Barb Schmitz Benish, after the death of editor Eric Johnson.*
 - *2017-18 AmeriCorps program funded through very generous members' donations.*
 - *2018 Annual Meeting registration packets were sent electronically to members with email addresses to save on printing and postage.*

- ❖ 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".*
 - *2016-17 AmeriCorps member, Anastasia Wolf-Flasch, designed new exhibit board materials to encourage members to share their talents and time with WWOA.*

- ❖ Design a long-term Fundraising Strategy that will provide income from a variety of sources without causing donor fatigue.
 - *Realigned WWOA's December appeal to coincide with national nonprofit Giving Tuesday campaign (Tuesday after Thanksgiving).*
 - *Continue to encourage participation in Thrivent Choice Dollars and match programs.*
 - *Continue WWOA's Annual Fundraiser and raffles at the Annual Meeting.*
 - *Membership renewal forms were redesigned in 2017 to allow members to make a donation at the same time they renew their membership. The new form allows members to designate where their donation is applied – WWOA's choice, endowment or scholarship.*

- ❖ 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, worked with the Women of WWOA and Helen Moberg to finish and print 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.
 - As part of the WEEB grant, AmeriCorps member, Anastasia Wolf-Flasch, designed and distributed the Growing Your Legacy brochures to help landowners engage their next generations with their woodlands. An accompanying webpage was designed for the WWOA website.
 - In 2018 WWOA partnered with WI DNR on a Stewardship grant to expand our Growing Your Legacy program. Three short videos were created to showcase the Becker, Koeles, and Thompson families and their legacies. Radio vignettes and internet ads were created to engage others in caring for their woodlands. AmeriCorps member, Abby Krause, expanded WWOA's Growing Your Legacy information by increasing website pages on this topic and Facebook postings.

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.
 - Used Constant Contact in 2017 to email information to members on Forestry Mill Tax state budget proposal, Women of WWOA gatherings, My Land Handbook and its evaluation, Giving Tuesday, new Forestry Leader Scholarship Match Campaign, Annual Meeting information, announcing the 2017-18 AmeriCorps position, News from Wisconsin Woodlands newsletter, and advertise opportunities to become more involved.
 - Used Constant Contact in 2018 to email information to members on local chapter events, regional winter conferences, Women of WWOA gatherings, NRCS programs, EAB statewide quarantine, and WWOA's Annual Meeting registration.
 - During 2018 Provided Life members with news of recent activities and requested they update their contact information.
 - In 2018 the Board approved West Central Chapter bylaws.
 - 2017-18 AmeriCorps member, Abby Krause, maintained and improved the WWOA Volunteer database. Thank you notes were sent to all volunteers during National Volunteer Week in April 2018.

- ❖ 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 in 2016*
 - *2016-17 AmeriCorps member, Anastasia Wolf-Flasch, contacted members with expired memberships by phone and email to encourage them to renew.*
 - *Increased information provided to WWOA members via Constant Contact emails, WWOA's website, and Facebook. Facebook use increased and likes rose to 475 in 2017.*
 - *AmeriCorps member, Anastasia Wolf-Flasch, designed alternative set of exhibit board materials to encourage member engagement and volunteering within the organization.*
 - *2017-18 AmeriCorps member, Abby Krause, developed Constant Contact email list for each chapter, allowing the WWOA office to send out reminders about chapter activities to members within each chapter area.*
 - *AmeriCorps member contacted new members to welcome them to WWOA and refer them to a chapter. Also contacted those with expiring memberships to remind them to renew.*
 - *Increased information provided to WWOA members via Constant Contact emails, WWOA's website, and Facebook. Facebook use increased and likes rose to 639 in 2018.*
- ❖ **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.*
 - *Exhibit display was set up at 2017 Farm Technology Days and Outagamie County Breakfast on the Farm*
 - *Encourage members to gift memberships by having prize incentives*
 - *Reemphasize that chapter members must first be members of the state organization*
 - *Based on a request from WWOA chapters, 2017-18 AmeriCorps member, Abby Krause, designed and distributed colorful 8.5" X 11" WWOA posters that members could put up in public places and local businesses to increase awareness of WWOA. (these are still available for use)*
 - *Website and Facebook postings and calendars are kept current to attract new members and retain existing members. AmeriCorps member assisted Northwest Chapter in setting up a Facebook page.*
 - *Exhibit display was set up at 2018 winter landowner conferences and Farm Technology Days.*

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.*
 - *MFL updates and discussions were held at chapter field days, annual meeting, and winter conferences across the state (Central Sands, Phoenix Falls, Wolf River, Southeast, Western, Madison, Fox Valley, etc.)*
 - *Supported the WI Wildlife Federation's resolution to reinstate the Forestry Mil Tax to fund Wisconsin's forestry programs.*
 - *Continued to follow how WI DNR foresters are handling MFL cutting notices where the landowner requests WI DNR review prior to approval.*
- ❖ *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 WI DNR DMAP committee.*
 - *Drafted and submitted a letter opposing the removal of the Forestry Mill tax with the undersigned support of the WI Wildlife Federation, The Forest Stewards Guild, Partners in Forestry Cooperative, WI Chapter of the Society of American Foresters, and WI Tree Farm Committee.*
 - *2017 Inaugural partner in the WI DNR's new Wisconsin Private Forestry Advisory 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.*
 - *Partnering with the statewide School Forest administrator on a series of eight articles on School Forests across Wisconsin for Wisconsin Woodlands magazine, starting in the Fall 2018 issue.*
- ❖ *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. Gatherings continued on July 2016, October 2016, and April 2017 with presentations on prairie restoration, US Fish and Wildlife Service private landowner programs, invasive earthworms, a flower pounding craft, and Wisconsin wildflowers. WOWWOA gathered in October 2017 for a fall forest management walk through of Jane Severt's woodlands in Lincoln County followed by lunch at UWSP Treehaven and a student presentation on edible plants. They gathered in May 2018 for a tour of the Mueller's Quarry Tree Farm in Trempealeau County with presenters on geology, conservation warden duties, and water quality. A Nebraska DNR forester joined us to learn more about WOWWOA and was impressed with our program. 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 and Growing Your Legacy brochure for distribution to WWOA members and other woodland owners.*

- *Increased use of WWOA website's Resources page from 2016-17 by about 70%.*
 - *WWOA's new Forestry Leader Scholarship that will be offered annually in the amount of \$5,000 to a junior/senior student studying forest management at UW-Stevens Point was started by a generous and anonymous WWOA benefactor. Challenge match of \$20,000 provided by benefactor in 2017 to help grow the fund.*
 - *First presentation of WWOA's new Forestry Leader Scholarship was award to Travis Wollenberg of Navarino. Scholarship was established to assist future foresters interested in working with Wisconsin's private woodland owners. It is offered annually in the amount of \$5,000 to a junior/senior student studying forest management at UW-Stevens Point. In fall 2017, WWOA members met the financial challenge match provided by a generous and anonymous WWOA benefactor to help grow the fund.*
 - *2017-18 AmeriCorps member, Abby Krause, updated the My Land Handbook with additional information for the Land Management page and created a new page on establishing and maintaining photo points. The My Land Handbook can be found on WWOA's website at <https://wisconsinwoodlands.org/resources/>*
- ❖ **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 Great Lakes Timber Professionals Association Log A Load event May 2016 at UW-Arlington Ag Station and September 2016 in Florence. Taught the importance of private woodlands in Wisconsin with more than 450 K-12 students at each event.*
 - *NRCS representative began attending WWOA's quarterly Board of Directors meetings on December 3, 2015. Continue to hold discussions with NRCS on programs for private woodland owners.*
 - *Met with Trees For Tomorrow's new executive director, Robin Ginner, in May 2016 to discuss possible partnership opportunities.*
 - *Met with UW-Stevens Point student chapter of Society of American Foresters in April 2017 to discuss potential partnership opportunities. Provided presentations to chapter on the importance of private woodlands and career opportunities.*
 - *Invited UW-Stevens Point student organization, Women in Natural Resources, to attend the Women of WWOA events.*
 - *In 2018 the WWOA – WI DNR Memorandum of Understanding (MOU) was approved and signed by both parties.*
 - *Provided input to WI DNR on alignment activities. Participated in training of new WI DNR private lands foresters.*
 - *WWOA – WI DNR MOU included establishing WI DNR liaisons for each WWOA chapter.*
 - *Work more closely with Natural Resources Conservation Service through their attendance at WWOA Board of Directors meetings. Provided information to members on NRCS programs through articles and posts on website/emails/Facebook.*
 - *Attended WI Council on Forestry meetings.*
 - *Met quarterly with WI DNR Chief State Forester, Fred Souba, to discuss private woodland owner issues and opportunities.*
 - *2017-18 AmeriCorps member, Abby Krause, gave a presentation to the Student Chapter of the Society of American Foresters on WWOA, our AmeriCorps position and Forestry Leader Scholarship.*
 - *Invited UW-Stevens Point student organization, Women in Natural Resources, to attend the Women of WWOA events.*