

# WVOA Strategic Plan 2020-25

## *Accomplishments in Fiscal Year 2019-20*

### **GOAL I - Financial Stability**

- ❖ Become financially independent and/or less financially dependent on one-time donors and donations by expanding membership by 25% by 2023, increasing advertising income by 0.5% per year by 2025, identifying specific expenses that could be sponsored and inform members of these (named or anonymous) opportunities by June 30, 2020; present these opportunities to the membership by December 31, 2020.

*Membership Committee is working on ideas to increase membership. Long-time Wisconsin Woodlands Advertising Sales Consultant, Helen Moberg, retired on June 30, 2020. WVOA thanks Helen for her many years of dedicated service to WVOA and our advertisers. New Advertising Sales Consultant, Stacy Wegner, has been hired. Additional items that have helped WVOA during COVID 19 include the Payroll Protection Plan for May and June payroll and the UW Center for Cooperative grant.*

- ❖ Create a long-term fundraising strategy, which does not cause donor fatigue, leveraging input from WVOA volunteers and consultants by June 30, 2025.

*Special thank you to Mark Erickson and the Fundraising Committee for a record Annual Fundraiser.*

### **GOAL II - Leadership**

- ❖ WVOA volunteers are instrumental in achieving WVOA's mission. WVOA will design and implement a more formal volunteer program by December 31, 2023. *Through generous donors, WVOA has been able to continue to host an AmeriCorps Volunteer Wisconsin member, Sue McKenzie, in 2019-2020. As WVOA's volunteer coordinator, she updated the Get Involved webpage, encouraged new volunteers and thanked WVOA volunteers for their service.*
- ❖ WVOA will annually conduct leadership training for WVOA Board of Directors, Chapter Chairs, staff and other members interested in leadership development. *WVOA Board of Directors, chapter board members and staff attended a day of leadership development on January 23, 2020. Peter Bushman of SCORE presented information on increasing volunteerism and marketing of WVOA. Chapter representatives presented information about their efforts in these areas. The group also reviewed the 2020-25 Strategic Plan and timeline.*
- ❖ Establish a subcommittee of the Chapter Chairs Committee to review the chapters' operating structure, and clarify state and local membership looking for common ground and ways to streamline how chapters function within WVOA. Committee will report findings to WVOA Board at September 2021 quarterly meeting.
- ❖ President to appoint an ad hoc committee focused on evaluating the current and future committee structures by March 2020 quarterly Board meeting and by September 2020 report findings to WVOA Board at quarterly meeting. *President Randy Cooper appointed director Tom Kempen to work with a committee to review WVOA's committee structure. At the April 7, 2020, Board of Director's meeting the Board approved the new committee structure.*

### **GOAL III - Communication**

- ❖ WVOA Board will appoint a committee of select chapter chairs to create a new statewide communication plan with a goal of implementing the plan statewide by September 30, 2021. *Chapter Chairs from Chippewa Valley, Northwest, Phoenix Falls and Wolf River chapters have been working on this communication plan under Debbie Schroeder Fisher's leadership. Due to COVID-19 in person chapter activities have been cancelled so the communications plan work is temporarily on hold.*
- ❖ Enhance WVOA's visibility by presenting or providing WVOA displays at 10 events for other conservation groups in 2021; increase presentations 40% per year by 2025.
- ❖ Review and possibly revise WVOA's current mission and vision statements. *Draft approved by WVOA Board on April 28, 2020. REVISED ARTICLE IV – MISSION STATEMENT Section 1. The mission of the Wisconsin Woodland Owners Association is to conserve and enhance the private woodlands of the state through the following actions:*
  - *Sustainably manage our woodlands with informed management plans that utilize best silviculture\* practices;*

- Assist private landowners in achieving their management goals by connecting them with natural resource professionals and fellow woodland owners;
- Educate the public on the value of woodlands for economic, environmental, recreational, and wildlife habitat purposes.

*These actions will ensure future generations can enjoy the natural beauty and benefits of our woodlands.*

*Our vision is to be the “go to” organization to assist woodland owners in achieving their sustainable forestry goals.*

*\*Silviculture – The care and development of forests in order to obtain a product or provide a benefit.*

## **GOAL IV - Building Membership**

- ❖ In effort to increase membership by 25% by 2023, complete an analysis on a variety of innovative methods and select five approaches to implement.
- ❖ Create a 5-year marketing strategy supporting WWOA’s mission leveraging an ad hoc committee of WWOA volunteers and professionals (with marketing/advertising/ communications skills) by March 31, 2020 to develop a plan. Present the plan to the WWOA Board for approval at the March 2021 quarterly meeting. *The Membership Committee has been working on ideas to create an outreach and marketing strategy.*
- ❖ Supported by the WWOA Membership Committee, develop one collaborative project with 1-2 statewide partners to increase the membership base by interfacing with a minimum of 1,000 non-WWOA, private woodland owners in Wisconsin by 2022.

## **GOAL V – Education**

- ❖ President will appoint an ad hoc committee by January 31, 2020, to develop a sustainable plan to determine an annual meeting site by January 31 of the prior year. This will include at least one alternative to chapter sponsorship. Plan to be developed and presented to the WWOA Board for approval by December 31, 2021.
- ❖ Website Chair and committee members starting in January 2020 will gather costs, feasibility, and information related to creating a web-based interactive forum to be presented to the WWOA Board at their March 2021 quarterly meeting for approval.
- ❖ Establish a volunteer committee, with AmeriCorps member assistance, in 2020, to analyze 2018 membership survey responses to identify valued WWOA services and create a plan to improve them starting in 2021. *A volunteer committee of WWOA Board members with assistance from the AmeriCorps member reviewed the 2018 membership survey results and assembled suggestions to improve various valued WWOA services. Learn Something New email series was created during the COVID 19 virus emergency to keep in touch with WWOA members and provide information on a variety of topics.*
- ❖ Continue WWOA’s Growing Your Legacy project and promote use of the My Land Handbook through educational workshops and outreach materials during 2020-2025. *WWOA has continued the Growing Your Legacy project by connecting woodland owners to DNR foresters for woods walks, providing our Growing Your Legacy brochure, and My Land Handbook to those requesting these resources. The My Land Handbook is also incorporated into WWOA’s Woodland Mentor program and is available on WWOA’s website under Resources.*
- ❖ Promote and grow WWOA’s Forestry Leader Scholarship at UW-Stevens Point providing a minimum of one \$5,000 scholarship to a student majoring in Forest Management per academic year. *In early 2020, WWOA presented a \$5,000 scholarship to Steven Krueger of Withee. The University of Wisconsin Center for Cooperatives, Cooperative Forestry Funding grant received in Spring 2020 allowed WWOA to present two additional \$5,000 scholarships in the Spring of 2020 to Colby Powers of Sauk City and Brody Fischer of Exeland.*
- ❖ Leveraging AmeriCorps employee and WWOA volunteers create a mentoring program with a goal of supporting 50 new members by 2023; scale the program to support 100 new members by 2025. *WWOA received a University of Wisconsin Center for Cooperatives, Cooperative Forestry Funding grant in Spring 2020 to create WWOA’s Woodland Mentor program with the goal of assisting inactive or new WWOA members in finding the resources they need to move toward sustainably managing their woodlands.*

The WWOA Board of Directors encourages members interested in working on any of these goals or sharing their talents to assist us in implementing this plan to contact the WWOA office.