STRATEGIC PLAN
OF THE
MICHIGAN CHAPTER OF THE
SOIL AND WATER CONSERVATION SOCIETY
2014-2019

Approved by Executive Council on February 7, 2014
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Vision

The Michigan Chapter of the Soil and Water Conservation Society envisions a Great Lakes Region where the residents recognize the benefits of protecting our soil, water and related natural resources. The citizens and policy makers of our state will understand the value of managing and protecting these resources for future generations and will support the work of conservation professionals. SWCS will be a respected, well-known and credible source on issues related to implementing effective and critical conservation practices in Michigan.

Mission

Fostering the science and art of soil and water conservation in Michigan and the Great Lakes Region.
INTRODUCTION

Why was it developed?

Over the past year the Michigan Chapter of the Soil and Water Conservation Society (Michigan SWCS) has focused its efforts on the development of a strategic plan spanning 2014-2019. The strategic plan is an important organizational tool for Michigan SWCS as it identifies chapter priorities and goals/objectives with associated strategies, measurable results and timeframes for completion.

Why is it important?

Developing a strategic plan and aligning efforts towards that plan is crucial to chapter success. If we as a group don’t know where we want to go, what is important to us, and which actions we want to take to get there, we will never be able to achieve our goals. Perhaps one of the easiest ways to explain strategic planning is by using a simple analogy. If you compare strategic planning for an organization with vacation planning for a family, the following would be equivalents:

Vision = Where are we going?

Mission = Why are we going on vacation? (i.e. to visit family, see new places etc)

Goals = Where are we stopping along the way?

Strategies = How are we going to get there (which routes are we going to take)?

As illustrated above, a family that does planning before a vacation will have a destination and a route that is agreed upon by all who are traveling together. So it is with strategic planning. Once completed, the members will understand and agree upon where they are headed, and will know they have arrived at their final destination once they get there.

How was it developed?

A strategic planning committee convened to write the plan through a series of conference calls, computer correspondence and an in-person planning session in April 2013. Chapter leadership will continue to seek input from chapter members to ensure relevancy of the plan’s objectives. The plan will be further refined and adapted into practice by the chapter’s executive council beginning in 2014.
**How will it be used?**

The strategic plan is a tool to guide decision making and priorities for the Michigan Chapter of the Soil and Water Conservation Society. This “road map” will be used in conjunction with annual work plans to move the chapter towards its strategic objectives. The strategic plan can also be used by the membership at large to help identify areas where individuals can utilize and insert their unique skills and experience to help in achieving these goals.

**How often will it be updated?**

The Chapter executive council will present an annual strategic plan progress report at the Chapter annual meeting. This report will include a summary of activities or other efforts directed at achieving strategic plan goals and will provide an assessment of the efforts remaining to achieve these goals. The strategic plan will be evaluated after 5 years to determine if an update is required.

**What were the identified priorities?**

1. Member Recruitment and Involvement
2. Providing Quality Professional Development
3. Collaborating with Partners
4. Broadening Influence and Staying Current
5. Seeking Sustainable Funding
### I. PRIORITY 1: Member Recruitment and Involvement

**LEAD COMMITTEE:** Membership Committee

**SUPPORTING COMMITTEES:**
Nominations Committee, Outreach Committee, Student Chapter Development Committee, Policy Committee

<table>
<thead>
<tr>
<th>Goals and Objectives</th>
<th>Strategies</th>
<th>Measurable Results</th>
<th>Timeframe</th>
</tr>
</thead>
</table>
| **Goal 1: Increase Chapter membership, retention and involvement** | - Make specific appeals to targeted membership categories  
- Employ current members to encourage enrollment of new members (membership challenge contest). Give prizes or incentives to the top recruiters  
- Solicit youngest members to develop marketing strategy to target other young professionals  
- Develop a quality, professionally designed recruitment piece clearly outlining benefits of enrollment  
- Consider hosting a National SWCS Conference in Michigan | - Membership is increased by 10% annually  
- Membership goal is to reach a sustained membership of 100 members within 5 years | **Start in 2014** |
| **Obj 1A:** Increase Chapter membership. | **CHAMPION:** Kristin Esch | | |
| | - Make specific appeals to targeted membership categories  
- Employ current members to encourage enrollment of new members (membership challenge contest). Give prizes or incentives to the top recruiters  
- Solicit youngest members to develop marketing strategy to target other young professionals  
- Develop a quality, professionally designed recruitment piece clearly outlining benefits of enrollment  
- Consider hosting a National SWCS Conference in Michigan | - Membership is increased by 10% annually  
- Membership goal is to reach a sustained membership of 100 members within 5 years | **Start in 2014** |
| **Obj 1B:** Learn about and utilize membership resources available to Michigan Chapter from the National Office. | **CHAMPION:** Emily Reinart | | **By end of 2014** |
| | - Initiate communication with appropriate point person at National  
- Collect and review membership resources  
- Identify specific resources that will help us achieve strategic objectives  
- Identify a state chapter that has been successful with membership growth and determine how they achieved that growth | - Resources are being used or Chapter develops its own materials for membership recruitment | |
| **Obj 1C:** Make specific appeals to general membership to join committees and run for council positions. | **CHAMPION:** Jay Blair | | **By 2014** |
| | - Conduct one on one phone calls  
- Make specific asks for only one position at a time | - Number of non-council members participating on committees increases  
- Number of new members elected to council increases | |
| **Obj 1D:** Increase member involvement and recruitment by improving communication with conservation districts and NRCS. | **CHAMPION:** OPEN | | **By 2016** |
| | - Establish personal communication with majority of Conservation Districts  
- Make personal contacts with NRCS management  
- Work with NRCS on events topics | - SWCS membership becomes promoted within CDs and NRCS  
- SWCS events are covered by NRCS travel and time  
- Number of CD and NRCS members increases | |
<table>
<thead>
<tr>
<th>Goal 1: Increase Chapter membership, retention and involvement (continued)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Obj 1E:</strong> Increase member recruitment by targeting a diversity of member groups, conducting innovative marketing to these groups and increasing personal contacts between members.</td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> James Klang</td>
</tr>
<tr>
<td>- Identify target groups and develop marketing strategies for each group</td>
</tr>
<tr>
<td>- Personal contacts made by current members</td>
</tr>
<tr>
<td>- Consider a “green drinks” format, hold more casual type meetings or focus on regional meetings</td>
</tr>
<tr>
<td>- Develop an action plan to support and grow the Chapter’s Facebook page</td>
</tr>
<tr>
<td>- Develop an action plan to collaborate more efficiently with Student Chapter(s)</td>
</tr>
<tr>
<td>- Identify list of local and regional events that the Chapter could attend or arrange to set up the SWCS display</td>
</tr>
<tr>
<td>- Diversity of current membership grows compared to 2013 survey</td>
</tr>
<tr>
<td><strong>By 2018</strong></td>
</tr>
</tbody>
</table>

| **Obj 1F:** New members will be contacted within 3 months of membership and asked a series of “get to know you” questions to determine if/and how to involve new member to meet their expectations.  |
| **CHAMPION:** Ashley McFarland |
| - Chapter Secretary notifies council of new member as soon as possible  |
| - A council person is identified to make the contact  |
| - Every Council meeting includes an announcement of new members  |
| - List of new members and person to contact them  |
| - Answers to the “get to know you” questions  |
| **Within 3 months of new membership** |

| **Obj 1G:** Improve the membership’s understanding of officer duties.  |
| **CHAMPION:** Dan Kesselring |
| - Develop a Chapter Leader Manual that outlines the duties and responsibilities of each office position  |
| - A complete Michigan Chapter Leader Manual is made available to prospective officers and the general membership  |
| **By 2015** |

<table>
<thead>
<tr>
<th>Goal 2: Increase frequency and quality of Chapter Communication with members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Obj 2A:</strong> Establish a regular schedule for newsletters and have a schedule for who will write which newsletter articles. (Examples: President writes a column for each newsletter; Regional reps write one each and rotate, etc).</td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> Tim Harrigan</td>
</tr>
<tr>
<td>- Make specific invites to general membership to contribute articles</td>
</tr>
<tr>
<td>- Include spotlight articles on members</td>
</tr>
<tr>
<td>- Consider shifting newsletter to a Constant Contact format</td>
</tr>
<tr>
<td>- If a digital newsletter (like Constant Contact) is developed, consider including links to other already written articles from members</td>
</tr>
<tr>
<td>- Newsletters are sent out on an established schedule</td>
</tr>
<tr>
<td>- Number of articles written by members increases</td>
</tr>
<tr>
<td><strong>By 2015</strong></td>
</tr>
</tbody>
</table>

| **Obj 2B:** Increase visibility of Executive Council to the membership.  |
| **CHAMPION:** Dan Kesselring |
| - President will provide a monthly or quarterly email note including any tidbits of interest from the national email to executive councils and any other pertinent updates or notes.  |
| - Quarterly notes completed  |
| **2015** |
II. PRIORITY 2: Providing Quality Professional Development

**LEAD COMMITTEE:** Professional Development Committee

**SUPPORTING COMMITTEES:**
Annual Meeting Committee, Ag and Natural Resources Week Seminar Planning Committee, Summer/Fall Tour Committee

<table>
<thead>
<tr>
<th>Goals and Objectives</th>
<th>Strategies</th>
<th>Measurable Results</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 3:</strong> Improve access to, while maintaining overall quality of, professional development opportunities and insure that they are relevant to members’ needs</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Obj 3A:</strong> Increase the effectiveness of developing and planning workshop/tours/events and maximize time for marketing and advertising to increase participation.</td>
<td>- Develop a preparation timeline guidance for Chapter workshop, tour and meetings and incorporate this guidance into Annual Plan of Work</td>
<td>- Preparation timeline developed</td>
<td><strong>By 2015</strong></td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> Ashley McFarland</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Obj 3B:</strong> Actively use member feedback, survey results and hot topics to plan interesting and relevant events.</td>
<td>- Provide more short sessions at the regional level - Provide workshops or events outside of normal business hours - Offer programs with additional partners (private sector, universities, state agencies) - Identify new and emerging issues and proactively offer training (ex. Planning for climate change) - Reactivate the Professional Development Committee to take a more active role in researching professional development needs and watching for trends and new developments in natural resource management, conservation and sustainability - Outline clear goals for each events/workshop/tour we are hosting</td>
<td>- List of selected and implemented strategies</td>
<td><strong>Annually</strong></td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> Kristin Esch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Obj 3C:</strong> Seek ways to use technology in events to incorporate more ways for members to participate.</td>
<td>- Develop some workshops as webinars</td>
<td>- At least the annual meeting is provided to members by webinar</td>
<td><strong>By 2015</strong></td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> John Freeland</td>
<td></td>
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<tr>
<td><strong>Obj 3D:</strong> Pursue an opportunity to host the National SWCS conference in Michigan.</td>
<td>- Establish a contact at National office that handles conference planning and determine what our chapter needs to do to be considered for hosting the national conference - Establish a National Conference Subcommittee to put together a proposal to develop such a conference</td>
<td>- Proposal developed to host a National Conference - List of 8 possible tour ideas - Submit proposal to National Office</td>
<td><strong>By 2015</strong></td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> Mary Fales</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### III. PRIORITY 3: Collaborating with Partners

**LEAD COMMITTEE:** Executive Council  

**SUPPORTING COMMITTEES:** Outreach Committee, Scholarships Committee, Awards Committee, Student Chapter Development Committee

<table>
<thead>
<tr>
<th>Goals and Objectives</th>
<th>Strategies</th>
<th>Measurable Results</th>
<th>Timeframe</th>
</tr>
</thead>
</table>
| **Goal 4:** Improve partner relationships through collaboration. | - Arrange for Executive Council members to meet with the leadership of NRCS and MSU (and other targeted employer groups) to garner support for employee professional development activities  
- NRCS encourages employees to become members of SWCS and allows employee attendance at SWCS workshops and events | - Develop list of prioritized partnering agencies  
- At least one event annually is planned collaboratively with partnering organization | BY 2014 |
| **OBJ 4A:** Actively engage partners to increase support. **CHAMPION:** OPEN | - Develop sister agencies or organizations and collaborate on planning and/or inviting members to events | | |
| **Obj 4B:** Seek partners when appropriate to collaborate on events, workshops and/or tours. **CHAMPION:** Emily Reinart | - Use partner websites to advertise scholarship and award opportunities. | - List of partners who may be interested in awards and scholarship announcements  
- Contact listed partners and determine opportunities for sharing announcements and recruiting nominations. | By 2015 |
| **Obj 4C:** Use scholarships and awards as opportunities to engage partners and increase our relationship building. **CHAMPION:** Mary Fales | | | |
IV. PRIORITY 4: Broadening Influence and Staying Current

**LEAD COMMITTEE:** Legislative Committee

**SUPPORTING COMMITTEES:**
Outreach Committee, Scholarships Committee, Awards Committee

<table>
<thead>
<tr>
<th>Goals and Objectives</th>
<th>Strategies</th>
<th>Measurable Results</th>
<th>Timeframe</th>
</tr>
</thead>
</table>
| **Goal 5:** Broaden the Chapter’s influence within the conservation community and stay current on emerging issues. | - Ensure that target member groups are aware of the accomplishment of the National Society and recent research achievements  
- Help facilitate and foster development of a MI member for national office. That will promote connectivity at the national level  
- Annually nominate MI members for National awards  
- Consider hosting a National Conference in Michigan | - Develop and implement a plan to foster communication with target groups to increase awareness  
- At least one member is nominated annually for a National award  
- Develop subcommittee to look at putting together a proposal for hosting national conference in Michigan | 2014  
2015 |
| **Obj 5A:** Work to connect the Michigan Chapter with the broader influence and prestige of the National Chapter. |  |  |  |
| **CHAMPION:** Mary Fales |  |  |  |
| **Obj 5B:** Identify major issues that the Chapter might engage publicly on and identify methods appropriate for doing so. | - Chapter could publicly state positions on current issues  
- Communicate consistently and frequently with key groups to help change policies, behaviors, and outcomes over time  
- Activate the Legislative Committee to develop a program or process of oversight of legislative trends at state and local levels. | - A process and protocol is developed for identifying appropriate issues for the Chapter to address  
- Legislative Committee is active and one issue is selected and a position paper is developed  
- Key groups and/or partners are identified and a communication protocol is established | 2014  
2016  
2016 |
## V. PRIORITY 5: Seeking Sustainable Funding

**LEAD COMMITTEE:** Finance Committee

**SUPPORTING COMMITTEES:**
Professional Development Committee, Scholarship Committee

<table>
<thead>
<tr>
<th>Goals and Objectives</th>
<th>Strategies</th>
<th>Measurable Results</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 6: Improve the financial standing of the Chapter.</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Obj 6A:</strong> Look for ways to conduct low cost meetings (webinars), of value to membership to bring in funding to the chapter.</td>
<td>- Prepare list of technology options with associated costs</td>
<td>- An affordable and appropriate webinar service is identified and utilized</td>
<td>2014</td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> James Klang</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Obj 6B:</strong> Seek and evaluate opportunities to apply for grants when appropriate.</td>
<td>- Develop a “wish list” of project ideas and/or needs (and associated goals) before applying for grants or fundraising</td>
<td>- Wish list is prepared</td>
<td>2016</td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> Ashley McFarland</td>
<td>- Identify a person or committee annually to be the point person for identifying grant opportunities</td>
<td>- Committee/point person is identified</td>
<td></td>
</tr>
<tr>
<td><strong>Obj 6C:</strong> Consider holding other fundraising events or establishing an endowment fund.</td>
<td>- Identify an appropriate funding strategy for the Scholarship Program</td>
<td>A higher interest earning fund is established so that $500 scholarships can be awarded each year</td>
<td>2017</td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> Dan Kesselring</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Obj 6D:</strong> Establish or improve a format for seeking sponsorships, and work to increase sponsorship support of Chapter events.</td>
<td>- Identify appropriate organizations/businesses to solicit sponsorships from</td>
<td>- A list of potential sponsors is developed and categorized</td>
<td>2014</td>
</tr>
<tr>
<td><strong>CHAMPION:</strong> Dan Kesselring</td>
<td>- Develop an editable form letter and sponsorship commitment form for soliciting sponsorships</td>
<td>- A ready to use and adaptable form letter and Commitment Form is developed</td>
<td>2014</td>
</tr>
<tr>
<td></td>
<td>- Sponsorships are broadly solicited for the 2015 ANR Seminar</td>
<td>- Sponsorship response is increased and sponsorship is obtained from at least 3 organizations/businesses</td>
<td>2016</td>
</tr>
</tbody>
</table>
VI. Implementation

The five identified priorities, associated strategies and resulting measurable results have been detailed in the above tables. A general timeline has been provided for each activity and is offered as guidance. The timeline is intended to ensure that Council Members are aware of action steps needed to meet the long term strategic goals of the Chapter and can incorporate important activities into the Annual Work Plan.

To accomplish the set of goals and objectives outlined in this document, the Chapter will need to rely on the hard work of volunteers through reinvigorated committees and individual leadership. As an initial step, the Strategic Planning Subcommittee recommends the following committees (active or inactive) should be appointed to handle implementation under each major priority.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Lead Committee</th>
<th>Supporting Committee(s)</th>
</tr>
</thead>
</table>
| Member Recruitment and Involvement    | Membership Committee    | 1. Nominations Committee  
2. Outreach Committee  
3. Student Chapter Development Committee  
4. Policy Committee                                                                  |
| Providing Quality Professional Development | Professional Development Committee | 1. Annual Meeting Committee  
2. Ag and Natural Resources Week Seminar Planning Committee  
3. Summer/Fall Tour Committee                                                     |
| Collaborating with Partners           | Executive Council       | 1. Outreach Committee  
2. Scholarships Committee  
3. Awards Committee  
4. Student Chapter Development Committee                                         |
| Broadening Influence and Staying Current | Legislative Committee  | 1. Outreach Committee  
2. Scholarships Committee  
3. Awards Committee                                                             |
| Seeking Sustainable Funding           | Finance Committee       | 1. Scholarship Committee  
2. Professional Development Committee                                           |
The Executive Council will work to activate appropriate lead committees as soon as possible in 2014 and identify individual Council members to “champion” two to three identified objectives from the tables above. Each Committee Chairperson will be responsible for soliciting committee participation from members and communicating with the identified “champion”. To aid in initiating this work the committees will be asked to fill out the Strategic Planning Form (Appendix A) as soon as possible in 2014 and submit to the Strategic Planning Subcommittee. The Council Member identified as the “Champion” will be responsible for continually monitoring progress, reporting to the Executive Council and making sure that committee needs are recognized and tasks are integrated into the yearly Work Plan.

A list of the important activities has been summarized below by year. Each objective listed below has associated tasks that need to be incorporated into yearly plans.

**2014 Important Activities**

- **Obj 1A**: Increase Chapter membership

- **Obj 1B**: Learn about and utilize membership resources available to Michigan Chapter from the National Office.

- **Obj 1C**: Make specific appeals to general membership to join committees and run for council positions.

- **Obj 1F**: New members will be contacted within 3 months of membership and asked a series of “get to know you” questions to determine if/and how to involve new member to meet their expectations.

- **Obj 3B**: Actively use member feedback, survey results and hot topics to plan interesting and relevant events.

- **OBJ 4A**: Actively engage partners to increase support.

- **Obj 5B**: Identify major issues that the Chapter might engage publicly on and identify methods appropriate for doing so. (TASK: Activate the legislative committee and develop a process for identifying appropriate issues)

- **Obj 6A**: Look for ways to conduct low cost meetings (webinars), of value to membership to bring in funding to the chapter.

- **Obj 6D**: Establish or improve a format for seeking sponsorships, and work to increase sponsorship support of Chapter events (TASK: Develop a list of potential sponsors is developed and categorized and a ready to use and adaptable form letter and Commitment Form is developed)
2015 Important Activities

- **Obj 1G**: Improve the membership's understanding of officer duties.

- **Obj 2A**: Establish a regular schedule for newsletter and have a schedule for who will write which newsletter articles. Ex. Pres write a column for each newsletter; region reps write one each and rotate, etc.

- **Obj 2B**: Increase visibility of Executive Council to the membership.

- **Obj 3A**: Increase the effectiveness of developing and planning workshop/tours/events and maximize time for marketing and advertising to increase participation.

- **Obj 3C**: Seek ways to use technology in events to incorporate more ways for members to participate.

- **Obj 3D**: Pursue an opportunity to host the National SWCS conference in Michigan.

- **Obj 4C**: Use scholarships and awards as opportunities to engage partners and increase our relationship building.

- **Obj 5A**: Work to connect the Michigan Chapter with the broader influence and prestige of the National Chapter.

- **Obj 5B**: Identify major issues that the Chapter might engage publicly on and identify methods appropriate for doing so. (TASK: Key groups and/or partners are identified and a communication protocol is established)

- **Obj 6D**: Establish or improve a format for seeking sponsorships, and work to increase sponsorship support of Chapter events. (TASK: Sponsorships are broadly solicited for the 2015 events)

2016 Important Activities

- **Obj 1D**: Increase member involvement and recruitment by improving communication with conservation districts and NRCS.

- **Obj 4B**: Seek partners when appropriate to collaborate on events, workshops and/or tours

- **Obj 5B**: Identify major issues that the Chapter might engage publicly on and identify methods appropriate for doing so. (TASK: One issue is selected and a position paper is developed and published)

- **Obj 6B**: Seek and evaluate opportunities to apply for grants when appropriate.

- **Obj 6D**: Establish or improve a format for seeking sponsorships, and work to increase sponsorship support of Chapter events. (TASK: Sponsorship response is increased and sponsorship is obtained from at least 3 organizations/businesses)
2017 Important Activities

- **Obj 6C**: Consider holding other fundraising events or establishing an endowment fund.

2018 Important Activities

- **Obj 1E**: Increase member recruitment by targeting a diversity of member groups, conducting innovative marketing to these groups and increasing personal contacts between members.

VII. Appendices

a. Strategic Planning Form for Committees
b. Brief History of the Chapter
c. Membership Survey Results/Data
d. Results of Strategic Planning Session and SWOT Analysis
e. Description of Standing Committees
## Strategic Planning Form

### Committee Name

### Committee Information

<table>
<thead>
<tr>
<th>Chairperson:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member:</td>
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<tr>
<td>Member:</td>
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<tr>
<td>Member:</td>
</tr>
<tr>
<td>Member:</td>
</tr>
</tbody>
</table>

### Which of the Five Strategic Priorities is the Committee Supporting?

- [ ] Member Recruitment
- [ ] Professional Development
- [ ] Collaborating with Partners
- [ ] Broadening Influence
- [ ] Sustainable Funding

### What is the Highest Priority Objective This Committee is Working Towards?

(Consult Strategic Plan)

**Description:**

Which strategies are going to be employed?

**Council Champion:**

Measurement (what are the outcomes you are looking for):

Who is going to do what and by when? (Fill in member names and dates)

<table>
<thead>
<tr>
<th>Chairperson:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member:</td>
</tr>
<tr>
<td>Member:</td>
</tr>
<tr>
<td>Member:</td>
</tr>
<tr>
<td>Member:</td>
</tr>
<tr>
<td>WHAT IS THE 2\textsuperscript{nd} HIGHEST PRIORITY OBJECTIVE THIS COMMITTEE IS WORKING TOWARDS?</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td><strong>Description:</strong></td>
</tr>
<tr>
<td><strong>Which strategies are going to be employed?</strong></td>
</tr>
<tr>
<td><strong>Council Champion:</strong></td>
</tr>
<tr>
<td><strong>Measurement (what are the outcomes you are looking for):</strong></td>
</tr>
<tr>
<td><strong>Who is going to do what and by when? (Fill in member names and dates)</strong></td>
</tr>
<tr>
<td>Chairperson:</td>
</tr>
<tr>
<td>Member:</td>
</tr>
<tr>
<td>Member:</td>
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<tr>
<td>Member:</td>
</tr>
<tr>
<td>Member:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHAT IS THE 3\textsuperscript{rd} HIGHEST PRIORITY OBJECTIVE THIS COMMITTEE IS WORKING TOWARDS?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
</tr>
<tr>
<td><strong>Which strategies are going to be employed?</strong></td>
</tr>
<tr>
<td><strong>Council Champion:</strong></td>
</tr>
</tbody>
</table>
### Who is going to do what and by when? (Fill in member names and dates)

- **Chairperson:**
- **Member:**
- **Member:**
- **Member:**
- **Member:**

### When is the committee going to hold meetings?

<p>| Identify Supporting Committees you need help from and which objs they will be responsible for? |</p>
<table>
<thead>
<tr>
<th>Committee Name</th>
<th>Objectives They Will Be Lead On</th>
<th>Chairperson Contact</th>
</tr>
</thead>
</table>

APPENDIX B. HISTORY OF THE MICHIGAN CHAPTER OF THE SOIL AND WATER CONSERVATION SOCIETY


IN THE BEGINNING: In the summer of 1947, Washington R. O'Brien ("Wash") began promoting a Michigan Chapter for the Soil Conservation Society of America, (SCSA or Society), a national organization of soil conservation workers which was established on September 1, 1943.

"Wash" O'Brien was one of several professional men in Michigan who helped farmers apply soil and water conservation practices. He saw a need for an organization that would unite people engaged in this work. On August 27, 1947, "Wash" got together with a "like-minded" group and prepared a petition to establish a local SCSA Chapter. The petition said, "We the undersigned petition the Soil Conservation Society of America for the establishment of a local chapter to be known as the 'Michigan State Chapter'" and was signed by:

Washington R. O'Brien A. F. Dodge H. R. Heathman
Harold D. Lakin W. R. Zullis Frank W. Trull
Paul O. Smith R. E. Briola Leonard Braamse
G. E. Springer Gus A. Thorpe Lee N. Rosencrans
B. A. Myers A. B. Dorrance F. A. Prange

On December 3, 1947, the Soil Conservation Society of America Council approved establishment of the Michigan State Chapter, Charter No. 24, at a meeting in Omaha, Nebraska.

There were 67 charter members in the Michigan State Chapter of the Soil Conservation Society of America (Chapter), they were:

1. George A. Crabb 21. L. R. Schoenmann
2. Leonard J. Braamse 22. Earl E. Fenton
4. D. Woodman 24. Frank W. Trull
5. E. A. Taylor 25. George L. Salsbury
9. Lawrence E. Tripp 29. Roy W. Hanson
10. F. A. Prange 30. Albert Nickels
13. Stanley R. Quackenbush 33. Alan W. Irvine
14. Lamar M. Wood 34. L. Nummeidon
15. Lowell W. Burton 35. Lester E. Mark
17. M. F. Beauchamp 37. Olin A. Clay
18. B. A. Myers 38. L. N. Rosencrans
20. H. S. Steffen 40. James Hoekzema
"Wash" O'Brien served as the first Chairman. Russell Hill was elected treasurer of the Society Council.

1948: On Saturday, July 10, 1948 a meeting of all SCSA members in Michigan was called by "Wash" O'Brien. The purpose of the meeting held at a 4-H Club camp near Hastings was to establish and organize the Michigan State Chapter. Twenty-eight members attended. "Wash" O'Brien was elected Chairman, M. S. Beauchamp - Vice Chairman, and Kirk Lawton - Secretary Treasurer. Dues were set at $1.00 and a photograph of the group was taken. It was proposed that the name be changed to MICHIGAN CHAPTER to avoid confusion with Michigan State College. A committee consisting of Russ Hill, Everett Sackrider and Bill Fisher was appointed to study the proposal and make a recommendation. The Executive Committee of the Chapter will consist of five members, three of whom are chapter officers.

1949: The first Constitution and Bylaws of the Chapter (July 1948) used the name "Michigan State Chapter", but the 1949 revision changed the name to Michigan Chapter. Other names that were considered included Wolverine, Apple Blossom, Spartan and Lake State.

1950: The Soil Conservation Society of America held its annual meeting [Conference] at the Statler Hotel in Detroit. The meeting; October 26, 27 and 28; was hosted by the Michigan Chapter. The ladies had a tour of the Plymouth auto plant. The highlight of the meeting was the industrial luncheon sponsored by about twenty Detroit industries which were represented at the head table by their chief executive officers. Mrs. Henry Ford, Sr. attended the luncheon and "Boss" Kettering, General Motors Research Director, was the speaker.

1951: The priority project for 1951 was an Essay Contest financed by the W. K. Kellogg Co. The Essay Contest was for any undergraduate student in a Michigan college or university. The Kellogg Co. provided 10 awards with $300 for first place, $200 for second, $100 for third through tenth.

The first Chapter Newsletter, prepared and edited by Ivan Schneider, was published in July.

1952: The possibility of establishing a student chapter in Michigan was discussed.

1953: A student chapter was established at the University of Michigan with Stanley Cain as Chapter Advisor.

1954: A new student chapter was started at Northwestern Michigan College in Traverse City. A new Future Farmers of America (FFA) Soil and Water Conservation Activity sponsored by the Michigan SCSA Chapter, the Michigan Farm Bureau and its affiliated companies, and the Michigan Association of the Future Farmers of America was started. The Chapter helped with the first official state-wide FFA land judging contest which was conducted at Michigan State University in East Lansing.
1955: Russell Hill was program chairman for the Society's Annual Meeting. [Note: Former Michigan Chapter member Russell Hill is mentioned frequently in the history for his service to the Parent Society.]

1956: At a meeting of Upper Peninsula members on October 25, Peterson was elected Chairman of the SCSA in the Upper Peninsula (U.P.). Plans were made for increased activity in the U.P.

1957: The Chapter held its Annual Meeting, in cooperation with the Resource Development Department at MSU, on January 31 at the MSU Union Building. Ninety members attended the business meeting and 140 attended the subject matter meeting in the afternoon.

1958: Russell Hill was elected president of the Soil Conservation Society of America. Over 15,000 copies of "Story of Land" and "Wonder of Water" were distributed through soil conservation districts in Michigan. The Chapter changed its Constitution and Bylaws to permit balloting by mail for officers and regional directors.

1959: Certificate of Merit Awards were presented to: [Congressman] Gerald R. Ford, Jr., Gustavus Thorpe, and William Fisher. Membership on December 31, 1960, was 249 (17th in the nation).

1959: The Chapter's Building Fund Committee has raised $779 towards its goal of $2500 to help finance a new international headquarters building in Ankeny, Iowa.

1959: The Annual Meeting, conducted by Chairman [Dr.] Ray Cook, [MSU] was held February 1, at the Kellogg Center, Michigan State University. The main speaker was Don Williams, Administrator of SCS, on the "The Conservation Challenge of the Future." 85 members and guests attended the meeting. A resolution was passed urging appropriation of funds by the Michigan Legislature to facilitate the soil survey program in Michigan. On the national level, Dr. Ray Cook was elected Fellow in the SCSA, and was recognized in a special presentation at the Society's Annual Meeting in Washington, D.C.

1959: The Urban-Suburban Conservation Committee published a brochure entitled "Finding the Facts on Land and People in Michigan Townships." The Committee also presented a panel discussion on this topic at the Michigan Township Officials Association 11th Annual Convention. By the end of 1963 the Chapter had pledged $2439 to the Society's Building Fund. Most of the 15,126 SCSA Booklets sold in Michigan were purchased by soil conservation districts.

1959: Our [Society] Region's name is changed from North Central to East North Central. West Virginia, Ohio, Indiana and Michigan are in the East North Central Region. [Note: still exists nearly 50 years later.]

1959: The Chapter had a student chapter at Central Michigan University.

1959: Bylaw changes related to Chapter officers and their term of office, methods of election, and committees were approved. The Executive Committee will be composed of the President, President-Elect, Vice President, Secretary-Treasurer, four regional Directors, Society officers or Council members who reside in Michigan, and others appointed by the president. There will be a Policy Committee composed of the last five presidents with the retiring president serving as chairman.

1960: On May 1 the new SCSA Student Chapter at MSU received its charter.

1960: Twenty eight people attended the Region III meeting at Dowagiac and Cassopolis July 14.
1968: At the beginning of the year, the Chapter had 252 members. One hundred people attended the Chapter's Annual Meeting held January 20 at Central Michigan University in Mt. Pleasant. A Free Forum Session, in which five men presented 10-minute talks on any subject was tried at the Chapter's Annual Meeting. Region I completed five slide programs for statewide use. Regions II, III and IV held summer meetings, with attendance of 10 to 50 members and friends. Awards for the 15th annual FFA Soil and Water Conservation Activity were presented at a luncheon provided by the Michigan Farm Bureau. Top 4-H and FFA land judging teams and their coaches received awards from the Michigan Chapter also.

1969: Clarence Engberg began a three year term as Society Councilman for the East North Central Region, (Michigan, Ohio, West Virginia and Indiana). In July, the Chapter paid the expenses of seven 4-H conservation leaders who attended the State 4-H Conservation Camp at Chatham. Twenty-two SCSA members from Region III attended the regional meeting at Schensul's Restaurant in Kalamazoo on October 22.

1970: A Chapter Scholarship Program called a "Scholarship in Conservation," was established in 1970 as the result of a gift from an anonymous donor. It will provide $300 annually for three years to a person who has a conservation related major and has completed two years of college. Forty-four members have been honored in the past with the Chapter's Merit Award.

1971: [Note: a very active year.] David E. Wellman, a forestry senior at Michigan Technological University was awarded the Michigan Chapter's first Scholarship in Conservation. The Chapter Bylaws were completely revised and approved by a special mail-ballot election on August 1.

Michigan led all states in SCSA Booklet Sales due to a large purchase by the Consumers Power Company. Total sales were 204,630. The Chapter's Conservation Education Committee helped the national committee prepare Teacher Guides for use with the cartoon booklets.

The Chapter took a stand on Land Use when the Executive Committee sent a resolution to the Legislature and Governor supporting the "Green Acres" bill to help preserve prime farm land.

[Chapter member] Clarence A. Engberg was awarded the degree of Fellow and Lamar Wood received a Commendation Award at the [Society's Annual Meeting].

The Urban-Suburban Conservation Committee prepared a brochure entitled "Glimpses of Soil and Water Conservation in Michigan" and had 3000 copies printed. They also prepared and used a traveling display called "People, Resources, Pressures, Choices" and a slide tape program called "Suburbia's Race For Rural Space.

1972: The anonymous donor who made the Scholarship in Conservation [Program] possible was identified. He was Clarence A. Engberg, past Councilman from East North Central Region. Eckhart Dersch was Booklet Sales Chairman and nearly $3,000 in commissions were earned for the Chapter. The Land Use Planning Division led by Palmer Skalland, prepared an outstanding position statement, "A State Policy for Land Use, which was adopted by the membership and printed for wide distribution. The Chapter contributed $300 to the fund for an addition to the SCSA Headquarters Building at Ankeny, Iowa.

1973: The outstanding event of the year was the Blue Water International Conference held June 15 and 16, 1973 at Port Huron, Michigan and Sarnia, Ontario. It was an inter-regional meeting on land use planning between the Ontario Chapter (Region IX) and the East North Central Region (Region IV - West Virginia, Ohio, Indiana, and Michigan). One hundred 147 SCSA member from Ohio, West Virginia, Indiana, Michigan and Ontario attended the conference. The Ontario and Michigan Chapters planned and conducted the meeting which included a high-quality technical program. Roger Howell was the Michigan Co-chairman and Ron Britain was the Ontario Co-chairman.
A committee composed of Milton Steinmuller, Ivan Schneider and Lamar Wood selected the title "Clarence and Cora Engberg Conservation Scholarship" for the Chapter's scholarship. Kate B. Showers received the third Chapter scholarship of $300.

The 1972 Land Use Position Statement was printed as a brochure called "Toward a State Land Use Policy.

1974: There were 239 members at the beginning of 1974. The "Clarence and Cora Engberg Scholarship" was changed to the "Michigan Chapter Scholarship." Michigan received the Outstanding Chapter Award for its activities in 1973. Ivan F. Schneider received the degree of Fellow, the sixth from Michigan. [Notes indicate the Chapter started planning for the 1980 International Conference to be held in Dearborn, Michigan.]

1975: The Chapter co-sponsored an Erosion and Sedimentation Control Workshop for developers and contractors.

1976: The Annual Meeting, attended by 130 members and guests, was held November 12 at the Hilton Inn in Lansing. A Chapter Scholarship Award was given to Mary Katherine Bramer and resolutions supporting legislation dealing with outdoor education and accelerated soil surveys were passed. President Karl Pregitzer announced that new student chapters had been organized at Grand Valley, Northern Michigan and Michigan Technological Universities.

1977: The Annual Meeting, attended by 150 members and guests, was held November 4 at Long's Convention Center, Lansing. The Chapter had a special program on Natural Resources Day which was part of MSU's Farmers Week activities. The theme was "Legislation Affecting Land Use". The Chapter had four student chapters, the latest started at MSU this year, with 120 student members.

1978: One hundred thirty five people attended the Annual Meeting held November 3 at the University Club, MSU. Roger Howell received a Commendation Award at the Society's Annual Meeting in Denver. The Michigan Chapter received the 1978 Outstanding Chapter Award in the East North Central Region.

1979: A number of Chapter members attended the Society meeting in Ottawa, Canada. At the meeting, Dr. Lynn Robertson was made a Fellow in SCSA, Lamar Wood received an Outstanding Service Award, Richard Drullinger received the Commendation Award and Michigan received the Achievement Award for East North Central Region. The Chapter renewed its subscription to the Journal of Soil and Water Conservation for the Ralph A. MacMullan Conference Center at Higgins Lake.

1980: Five hundred twenty SCSA members were guests of the Michigan SCSA Chapter at the Society's 35th Annual Meeting at the Hyatt-Regency Hotel in Dearborn, August 3, 4, 5 and 6. Nearly 90 Chapter members and their families attended the meeting, and most of them had special duties to perform. Michigan members, wearing "clear water" blue vests, were available everywhere to assist visitors. At the House of Delegates on Sunday afternoon, our Chapter received the banner for outstanding chapter award in the East North Central Region. On Monday evening the Chapter hosted "Michigan Night" at Greenfield Village. The meeting ended with an awards banquet on Wednesday evening and Jerry Keller received a President's Citation for his service as chairman of the Local Arrangements Committee. [Note: this is the second time the Society's International Annual Conference was held in Michigan.]

1981: On March 24 the Chapter held an open meeting as part of Natural Resources Days in the Natural Resources Building at MSU. Forty five people attended the meeting. The theme for the meeting was, "The Changing Face of Soil and Water Conservation Policy in the 1980's."
A joint meeting with the Soil Classifiers Association of Michigan was held June 12 and 13 on Mackinac Island. Ninety members attended the Friday - Saturday meeting which featured presentations by Loren Berndt on the archeology and geology of the area, and by Mr. and Mrs. Walter Sommers on the geology and social history of the U.P.

The 1981 Annual Meeting was held November 6 at Long’s Convention Center in Lansing. Eighty five members and guests attended the meeting. The meeting theme was "Energy and Soil Conservation."

A questionnaire was sent to all members asking for opinions on the Chapter’s future course. Most members indicated that the SCSA should have a more assertive role in policy measures that advance the cause of soil and water conservation.

About 20,000 conservation booklets were sold in Michigan this year. A Scholarship Fund was approved and the Chapter put $2000 in the fund.

1982: The Chapter held an open meeting on the Economics of Soil Conservation during Natural Resources Days at Michigan State University.

In August the membership approved the Chapter’s revised Bylaws. Changes were:

1. New officers will assume their duties at the close of the Annual Meeting,
2. The Secretary and Treasurer will be voting members of the Executive Committee and,
3. The Chapter may take an advocacy role on issues, including the publication of Position Statements.

The annual meeting was held on November 5 at Michigan State University's Kellogg Center, MSU. Theme of the meeting was "Better Land Use for Michigan".

The Michigan Chapter History - 1947 thru 1981 - was completed just before the Annual Meeting, and copies were distributed to all members present. The History was prepared by the History-Archives Committee consisting of Roger Howell (Chairman), Russell Hill and Lamar Wood.

The year end membership was 198.

1983: The Chapter held an open meeting during Natural Resources Days at Michigan State University on March 23. At the business meeting in the forenoon, Earl Erickson was appointed official delegate to the Hartford meeting in August and a two-day Annual Meeting at Camp Kett on October 14 and 15 was approved.

Raleigh Barlowe [Chapter member and MSU Professor of Economics] received the Fellow Award at a banquet concluding the 38th Annual Meeting of SCSA at Hartford, Connecticut, July 31 to August 3. [Note: Raleigh is still a member of the Michigan Chapter.]

The Chapter’s Annual Meeting was held Friday and Saturday, October 14 and 15 at Kettunen Center near Tustin. At the banquet on Friday evening, Certificate of Merit awards were presented to: Dean Pridgeon, Director, Michigan Department of Agriculture; Harold Webster, Farm Manager, Kellogg Biological Station; Medusa Cement Co., Charlevoix, Michigan; Dwight Quisenberry, Soil Conservation Service, Agronomist; Wendell Somers, Soil Conservation Service, District Conservationist; and Warren Suchovsky, President, Michigan Association of Conservation Districts.
1984: On March 21 the Chapter held an open meeting during Natural Resources Days at MSU. In the forenoon there was a business meeting during which several resolutions were passed. The afternoon was devoted to the subject of "Conservation Tillage". Attendance was about 40 at the business meeting and 100 in the afternoon. Actions by the Chapter were as follows:

1. Passed a resolution supporting the practice of no-till planting wherever it is applicable to control soil erosion.
2. Passed a resolution supporting the preservation of agricultural lands.
3. Passed a resolution urging the adoption of the Kalkaska soil series as the State Soil of Michigan, by Michigan legislature.

Past President and Honorary Member of the Michigan Chapter, Marie Shepard, has created an innovative program for college students. She is contributing the equivalent of her annual membership dues, split between the four student chapters, to pay half of the dues for new student members.

The Summer Meeting of the Michigan Chapter, planned by Regional Director Fred Kekko, Dr. Lindo Bartelli and Quentin Peterson, was held Saturday and Sunday, June 23 and 24, at the Grand Hotel on Mackinac Island.

Region III held a meeting on July 20 at Battle Creek.

The Chapter's Annual Meeting was held at the Kellogg Biological Station near Battle Creek on October 5 and 6, was attended by 32 members. Decisions made at the business meeting on Saturday morning included:

1. Transferring funds from the Chapter's treasury to the scholarship fund if needed to prevent the fund balance from dropping below $5,000 when the first scholarship is presented.
2. Assuring continued support and operation of the state's last remaining runoff plot at KBS for historic and educational uses. [Note: these plots have since been removed.]

The Chapter had 197 members as of September 30.

The following agri-business firms became sponsors of the Newsletter and were announced in the December 1984 issue:
- Jensen Bridge and Supply Company, Sandusky, Michigan
- Needlefast Evergreens Inc., Ludington, Michigan
- Plastic Systems Inc., Grosse Pointe, Michigan
- Advanced Drainage Systems, Columbus, Ohio

1985: The Chapter's Newsletter was redesigned by its editor, Gary Rinkenberger, and quickly became recognized as one of the best newsletters in the nation.

The Chapter held an Erosion Prediction Workshop on February 28 to enhance the professional background of its members in erosion prediction. Approximately 250 members, students and guests attended the workshop at Michigan State University's Kellogg Center.

In March, the Chapter helped the Soil Conservation Service, Michigan Association of Conservation Districts, Cooperative Extension Service and Crop and Soil Sciences Department conduct a special program and banquet, during Agriculture and Natural Resources Week, to celebrate the 50th Anniversary of soil conservation.

At the spring meeting, the Chapter adopted resolutions supporting increased state funding for soil conservation districts and asking Congress to continue funding USDA's 1986 conservation programs at the 1985 rate or level. A copy of the latter resolution was sent to the Michigan delegation in Washington, D.C.
Preservation of Michigan’s best farmland for farming continued to be the Chapter’s principal land use objective and Governor Blanchard was urged to issue an Executive Order to reduce agency impacts on prime farmland. This was in line with a Farmland Preservation Resolution passed in 1984 by the Chapter.

The Chapter held a summer meeting, June 21-22 at Northern Michigan University, Marquette. About 60 people attended. During the year, the Chapter grew from 199 members to 235 members. This was the largest chapter growth recorded by the Society in either number of new members (36) or percent growth (18%) during 1985.

The Chapter’s Annual Meeting was held November 8 at the Hoyt Conference Center, Eastern Michigan University, Ypsilanti. Fifty-three members attended. During the meeting, Chapter members chose to continue to transfer $2 per member to the Scholarship Fund and to increase Chapter dues to $7 per year. Life Membership in the Chapter was approved for individuals who are life members of the Society. Chapter dues for life members will be: $60 - ages 55 to 59; $50 - ages 60 to 64; and $40 for those age 65 and older. The constitution also was amended to establish the Legislative Committee as a permanent committee. Awards were presented to six people. A $100 check was given to Harvey Liss for the Runoff Plots at Kellogg Biological Station. Certificate of Merit Awards were presented to Esther Foster for her service to soil conservation districts; to Dr. Francis Pierce for chairing the Water Erosion Workshop; to Eckhart Dersch for his efforts in the Scholarship Program; and to Gary Rinkenberger an improved Chapter Newsletter.

1986: In February, the Chapter sponsored a Wind Erosion Symposium at Lansing’s Hilton Inn.

The Chapter held a business meeting during Agriculture and Natural Resources Week at Michigan State University (March 19). Fifty members attended the business meeting and many members attended a Natural Resources Reception and Banquet that evening.

In May, Lamar Wood, Chairman of the Archives/History Committee made a special report on the history of the Michigan Chapter, to be incorporated into a history of the Society.

The Chapter's Summer Meeting was held at Iron Mountain, June 27, 28 and 29. Sixty people attended the meeting and tour planned by Region I. The tour included visits to Champion International Paper Mill at Quinnesec; the Groveland Iron Mine, the Sturgeon River Watershed Project, Felch School Forest, the Trepanier potato farm and the Fume Lake Natural Area. Walt Summers and his committee arranged for a bald eagle to circle Fume Lake for the group. It was the first time many of the people had seen a bald eagle.

Twenty-one people represented Michigan at the 41st Annual Meeting of the Society at Winston-Salem, North Carolina, August 3-6. Clarence Engberg of Homer, Michigan received a Presidential Citation for his leadership and support of the Society’s educational cartoon booklet program in the East North-Central Region.

The Chapter co-sponsored a Rural Groundwater Contamination Workshop with Michigan State University's Institute of Water Research at Kellogg Biological Station on October 20, 21 and 22. The Soil Conservation Service and the U.S. Geological Survey assisted. Over 400 people attended the three-day session.

The theme of the annual meeting held November 4 at McGuire's Resort near Cadillac, was "Marketing and Utilization of Michigan Forest Products." Eighty members attended the business meeting arranged by Jim Scott and the Forestry Committee. Three resolutions were adopted.

1. The first resolution addressed the need to revise the Phosphorus Reduction Strategy for Saginaw Bay and the Michigan portion of Lake Erie, to initiate a comprehensive water quality monitoring, data collection and evaluation system.

2. The second, addressed the need to study and develop data on the impact of wind erosion on water quality.
3. The third, requested the Extension Service to provide a educational program on land use planning, management and control with particular emphasis on water quality protection and soil conservation.

The Chapter hosted the East North-Central Region's **Chapter Development Workshop** at Kellogg Biological Station on November 6 and 7.

This concludes the excerpts from the *History of the Michigan Chapter, Soil Conservation Society of America* by Roger Howell, Lamar Wood and Russell Hill, December 1987.

As far as we know, there are no available records for the period 1987 through 2004. There are some documents in the Archives and Historical Records at Michigan State University, but these have not been researched to determine if any relate to the missing period. In 2004 records began to be kept in digital format. Following are excerpts from minutes and newsletters from 2004 through 2013.

**2004:** The **Annual Meeting** was held at the Holiday Inn South, Lansing. There were 12 Chapter Members and 4 guests present, including Kelly Goward, Jean Gagliardo, Lester Langland and the Manistee CD Administrator.

During the first week of May the Executive Council conducted an experiment. **The experiment was to present the first session, in Michigan, of the NRCS Conservation Planning Course Modules 6 through 8 to non-NRCS participants by a non-NRCS organization.** Dan Kesselring, retired NRCS District Conservationist and Michigan Chapter SWCS member, organized and presented the course with assistance from Vicki Anderson, NRCS Resource Conservationist and SWCS member, and George Heffner, retired NRCS District Conservationist and former Michigan Chapter SWCS President. Sixteen District employees from across southern Michigan, including 319 Project Coordinators, Ground water Technicians, CREP Technicians, Resource Professionals and an Education Coordinator, attended. We also had one Technical Service Provider.

Eckhart Dersch reported that it was too late for SWCS to conduct a session at **ANR week.** The group decided to organize earlier next year for a session at ANR Week. The **SWCS display** was be set up in the lobby with brochures and handouts for distribution.

Gay Lynn Kinter, Tom Fedewa and Dan Kesselring attended the **SWCS Regional Leadership Development Workshop**, March 23 and 24, 2004, Pokagon State Park, Angola, IN.

Wendy Ogilvie and Tom Fedewa attended the **SWCS Annual Conference**, July 24-28, St. Paul, MN.

**2005-2013:** TO BE ADDED SOON
APPENDIX C
APPENDIX C: Membership Survey Results/Data

The Membership Committee developed a 16 question survey that was reviewed and approved by the Executive Council in February 2013. The Membership Committee then distributed the online survey to all members (with email addresses) throughout February 2013. The survey achieved a 62% response rate with 43 responses out of 69 possible. The survey answers were considered valuable input during the strategic planning process and were reviewed by Executive Council and several other invited members during the April 27, 2013 Strategic Planning Meeting.

Question 1:

Comments: *I think we should be doing more to educate the public on why conservation of soil and water is important to Michigan and how their everyday decisions can help or hurt our cause-its not something just resource professionals need to care about anymore*
Question 2:

How important are each of the products or services that are, or might be, provided by the Michigan Chapter of SWCS?

Comments:

1. Mentoring young professionals
2. GVSU Student Chapter is active so it should be a focus
3. SWCS should have a better website and Facebook page and do more than just newsletters to members—what does that really do for the chapter?
Questions 3 and 4:

What tour or workshop topics interest you the most?

Comments:

1. Planning for climate change

2. Organic Agriculture, High tunnels, locally produced food, food hubs, water quality and quantity issues, Great Lakes levels, energy conservation, alternative energy sources such as solar, wind and geothermal, cover crops

3. Public Engagement on Natural Resource Issues

4. How to engage with legislators or corporations on conservation issues
Question 5:

Rank the following meeting locations from #1 (indicating you would be most likely to attend) to #9 (indicating you would be least likely to attend).

- Lansing, MI
- Grand Rapids, MI
- Mt. Pleasant, MI
- Ann Arbor, MI
- Kalamazoo, MI
- Gaylord, MI
- Traverse City, MI
- Mackinaw Island, MI
- Marquette, MI

Question 6:

What length of meeting do you typically prefer to attend?

- Full day meeting (6 or more hours) - 54.8%
- Half Day Mitg (4 hours) - 45.2%
- Workshop/Session (2-3 hours) - 23.8%
Question 7:

In the past 3 years please indicate your level of satisfaction for the Michigan Chapter SWCS events you have attended.

**Member Satisfaction with Tours/Workshops**

- 2011 Summer Tour (Calhoun County): 7.00
- 2011 ANR Week (Ecosystem Services and Sustainable Agriculture): 7.88
- 2012 Fall Tour (Shiawassee Basin Fen): 8.60
- 2010 ANR Week (Peak Phosphorus): 8.67
- 2012 ANR Week (Agricultural, Energy and Water Use): 8.80
- 2010 Fall Tour (Leelanau County): 8.86
- 2012 East North Central Leadership Development Workshop (Kalamazoo Oil Spill): 9.00
- 2010 Summer Tour (Sault Ste. Marie): 9.09

Level of Satisfaction (Low (0) to High (10))
Question 8:

Comments:

1. Networking opportunities - outside of work
2. More short presentations and meetings with guest speakers.
3. Work with major employers to identify professional development needs and plan programming accordingly
4. Need more attendees, more members, more interaction with people in and out swcs
5. Develop an outreach program directed to non-members
6. Have our current members working to recruit new members
7. Support to our existing student chapter and forming another with MSU.
8. Outreach by member to non-members.
9. Be more active in conservation and less passive, help members learn to do the toughest thing for resource professionals and that is learn to communicate with the public, farmers, legislators or others about the importance of conservation and do that be leading by example- SWCS should do more communicating about conservation! And do more fundraising so they can be effective as an organization
Question 9:

In the membership survey we conducted last spring, 66% of the respondents said that they joined SWCS because “They were encouraged by other conservation professionals to join.”

As a conservation professional and an SWCS member: Have you encouraged other conservation professionals to join the Michigan Chapter of SWCS?

66.3% Yes
31.7% No

Question 10:

As a current member of the Michigan Chapter of SWCS, how willing are you to solicit new members?

- Willing: 52.5%
- Might Be Willing: 30.0%
- Not Willing: 10.0%
- Very Willing: 5.0%
- Unsure: 2.5%

Comments:

1. I’m not much of an “evangelist.” I figure if the organization offers good services, potential new members will find them and sign up.
2. We encourage our students to become active through the GVSU student chapter.
3. I am willing but SWCS is so in the background of the conservation world that it is hard to convince people of the benefits of joining, they don’t have to be a member to go to any workshops or tours. SWCS has to work harder to build a brand that people want to belong to
Question 11:

Comments:

1. Special opportunities to meet other regional members (pizza parties)?
2. Ask prospective members what might interest them
3. Host SWCS meet and greet open house prior to an existing meeting where there might be potential members
4. Have goals for member recruitment- celebrate successes- make it the “thing to do”
5. New cheaper membership category
6. Guest membership category
7. One year membership
Question 12:

How long have you been a member of the Michigan Chapter of SWCS?

- 15-14 years: 29.3% (14)
- Less than 1 year: 34.1% (16)
- 5-9 years: 17.1% (7)
- More than 15 years: 12.2% (5)

Question 13:

In what category are you currently employed? (If retired select retired and then select the organization from which you retired if applicable)

- Currently Retired: 9.8% (4)
- Currently a Student: 7.3% (3)
- Federal (NRCS, USGS, EPA, Others): 9.8% (4)
- State (MDEQ, MDNR, MDARD, Others): 43.9% (10)
- Education (College/University): 12.2% (5)
- Conservation District: 7.3% (3)
- County: 7.3% (3)
- Township: 7.3% (3)
- City/Village: 7.3% (3)
- Non-Profit Environmental Organization: 4.3% (2)
- Non-Profit Other: 7.3% (3)
- Private Business: 7.3% (3)
- Other: 7.3% (3)
Question 14:

Where would you like to see the MI Chapter in 5 to 10 years? Do you envision any changes or emerging areas of focus?

- Conservation is changing. The need for implementation is increasing as funding seems to be more vulnerable. Government programs can also be presented (or, appear at times) as the only delivery mechanism needed. Development and recognition of more funding options, technical service providers and the BMP alternatives is what I desire. If we can integrate more options into the mix, then we will be able to reach more producers that are wrestling with personal conflicts with traditional delivery programs, uncertainty with volatile commodity markets and climate change.

- I'd like to see more membership with a varied base of backgrounds. Too few people participate in running events as it is and it burns people out. More events helps encourage membership, but maybe more casual meetings. A "green drinks" format has worked well for bringing people for a little info and some socializing, some similar model with pizza and beer may be a great way to create interest in becoming and staying a member. I stay a member for the connections more than any other reason. The workshops and tours are nice, but they only really benefit me directly about one out of five times. The connections have always been valuable to me and continue to serve me well.

- I would like to see SWCS be a well respected sponsor of training and development of soils related professionals.

- Continue to provide high quality educational training opportunities that will encourage more involvement and recruitment. Michigan is such a large, diverse state that it is a very difficult task to have program development that will transcend to meet all the members needs and wants. More emphasis from employers/leadership about the tremendous professional development SWCS has to offer young employees and the career advancement opportunities that could be a part of their professional development.

- In a big state like Michigan, I'd like to see more short sessions offered at the regional level. We do a lot of planning for state-level events, but not so much for regions. Regional directors could set up regional committees to do more locally-focused events.

- Growing membership is not my primary goal. The quality of the organization, including its science-centeredness, quality of programs, and professional integrity are most important. If it does a good job in those areas, I think the membership will grow.

- Not exactly sure... I know I would like to increase my activity, but this is difficult given my work schedule and transportation. I work almost an hour from work (so lots of commute time) but am on a van pool, so even events near where I work are difficult to get to because I rarely have a vehicle (and I'd have to drive myself to work to attend.) Perhaps having more webinar type activities (during and/or after work hours) would give working professionals like myself more opportunity to attend and keep current on relevant topics and those of interest even if they are outside of our current occupations?

- I would like to see the chapter open up to others and make the mission clear to those that are new or would like to join. I think the mission and the agenda for the Michigan chapter is very murky.

- I think the SWCS needs to provide more opportunities for society members to network and comingle.

- I would like to see that the Michigan SWCS has continued its tradition of professional development programs, but also moving beyond the traditional programs and looking for more opportunities to offer programs with additional partners (working more with the private sector, more universities, engaging more state agencies) and/or offering larger, regional professional development conferences. I would also like to see a focus on student engagement, both at the college and high school level, and the development of more student chapters, after all, they are our future Michigan SWCS leaders. SWCS should make a greater effort to have a presence in high school level events, such as Envirothon, FFA, Boy/Girl Scouts, and similar programs. It would also be great for the Michigan SWCS Chapter to identify new issues and emerging needs and get ahead of the crowd by proactively offering training opportunities. This might include teach-
ing natural resource professionals and community leaders how to plan for climate change, or offering training on cutting edge technology, whether it be equipment or computer programs.

- I would like to see the Michigan chapter increase ACTIVE membership by 50%.
- I would like to see Chapter membership at 150. Not sure what change in focus or emphasis would be needed to do this. However, perhaps the Chapter needs to become more digitally focused. The National Active and Retired Federal Employees Association has been experimenting with eChapters very successfully.
- More members who are in engaged in the chapter year round. Higher turnout at seminar/events hosted by the chapter. An increase in leadership development opportunities.
- I like the current programs at ANR week and Tours. I think more can be done for annual meeting and this may be a place to offer NRCS interpretation of practice standards or how this practice standard will work in this situation, etc.
- I would like to see more seminars or workshops that involve sister federal, state agencies and some local agencies or a partnership building with state and local agencies in association with federal agencies.
- I’d really like to see us as an organization whose membership is increasing. We’d have new members stepping up to take leadership roles. We’d be growing in members every year. Members would want to take time to attend workshops, tours and meetings, since we would provide cutting edge information on topics that they would be extremely interested in. The events would be well-attended and members would place a high value on the networking aspects. I’d like to see several more student chapters operating in vibrant and exciting ways, to further entice new members to join.
- I think the emerging areas of focus will be climate change and sustainability issues. Increasing temperatures and more frequent storm events will likely be creating more flooding and more drought. Soil and water conservation have always been sustainability issues, we just didn’t call them that years ago. Another emerging area of emphasis will be energy issues: alternative energy sources, and energy conservation. Conservation professionals will have a need for new information surrounding these issues in order to stay current and better serve their clientele.
- As a leader in the environmental arena with a presence on local or state focus or working groups addressing the resources needed (obtaining, time talent and funding) to address concerns, rather than just identifying and prioritizing concerns.
- I believe that Michigan’s SWCS chapter is strong but it may be helpful to generate a message that reaches more private landowner on conservation issues.
- Just joined--too early to provide constructive feedback.
- I would like to see our SWCS Chapter recognized by the NRCS State Conservationist as an organization worthy of committing NRCS resources, i.e. employee time and travel, to attend SWCS sponsored meetings.
- Membership increase.
- I’d like to see the Chapter much more actively involved in the “conservation scene” in the next 5 to 10 years. I’d like to see them expand their horizons well beyond a place of membership for primarily NRCS and Conservation District Employees and be a seen as a leader on soil and water conservation issues and for advocacy for those issues. That doesn’t mean we have to lobby but that does mean we could publically state our positions on the issues and communicate consistently and frequently with key groups to help change policies, behaviors and outcomes over time.
- I’m not sure what the focus has been over the last 10 years? Has there been a focus? As far as I can tell SWCS puts on 3-4 meetings and or tours over the year and that’s about it. I think there needs to be a major change of focus from just doing tasks (what they have always done) to working towards making some meaningful contributions to what I call the "conservation scene". What can SWCS contribute that other organizations don’t?
- more focus upon the role of natural resources supporting the economy of Michigan; not just agriculture but also tourism, quality of life, etc.
Question 15: How must Michigan SWCS change and evolve in order to recognize your vision of the future? Do you see any barriers?

- Be open and objective when considering options that work with traditional farm bill delivery efforts.
- I think we need to be both a social and a professional organization. People are pulled from every direction for their time and that is most people's most valuable resource at home and at work. Finding a way to make opportunities for meeting professionals in the area and strengthening connects in such a way that people are willing to give you their time, will be the biggest challenge.
- Employers are huge barriers along with time. NRCS must become a better partner to the organization.
- Encouragement and better promotion from leadership about professional development, workshops, tours, etc..... We need to continue recruiting and increase from younger prospective members. However with their very full work and lifestyles we also need to encourage the volunteer nature of this organization and the intrinsic value that volunteerism can bring.
- See previous response (#14). I'm not sure what the barriers are, but sometimes think because there are so many government employees in the SWCS, there is reluctance to take positions that are or could be construed to be in any way political. The voice of the organization becomes so cautious, bland, and muted that it doesn't have much to say. There may be a tendency for individuals to gravitate toward organizations that occupy the extreme ends of the spectrum.
- Nearly always, any advocacy of change threatens somebody's bottom line and creates an enemy. Or, even more childish that that, it threatens somebody's ego because it assumes we know more than they do.
- see previous. Time available to participate is a big one for me.
- I think the MI SWCS needs to look at the marketing from the perspective of the younger generations. Maybe young interns could propose their marketing strategy so that it could become more relevant to attract today's youth.
- I think one key barrier is the relatively small group of leaders within the Michigan Chapter. More leaders will be needed to carry out programming beyond what is already offered, especially if attempting to be more involved in student groups/activities. There needs to be a focused effort to identify and mentor more leaders within the chapter to the level where they are comfortable planning or facilitating a program, either on their own or with a small subcommittee. As in any organization, it tends to be the same small group of people doing the majority of the work. Somehow, that needs to change first in order for the Chapter to change. This also brings up the issue of overall membership. Greater membership equals more potential leaders, so building membership will also be key in realizing any future vision for the Chapter.
- We must attract new members with varied interests. These new members should bring diverse strengths and interests to the group. I would like to bring back support from NRCS. As an agency, NRCS is trying to increase employee retention, and I believe that supporting professional development is a good tool for meeting that goal.
- lack of members
- the idea if what's in it for me right now?? Me me me ; at no cost to me and with quick gain for me.
- One of the critical barriers is a basically inactive membership. It's hard to get people to run for offices, and officers end up being the makeup of most committees. What we need to do to wake up the membership? I don't know.
- Become more visible to the environmental/agriculture organizations. Become more involved in MAEAP.
- Michigan SWCS somehow will need to get the younger conservationists involved and expand it base to more state and local conservationists. The barrier is getting the dedication it will take to make this happen. The chapter needs to look at a part time director or a part time person to keep all this on track and moving forward.
• We need to expand our membership and then provide ways for the members to be actively engaged in the areas that they find useful and interesting. There are a number of barriers. Conservation professionals, as most people today, lead busy lives and have a hard time fitting in all of the activities they’d like to be involved in. We are in a period when NRCS as an employer is not very supportive of its employees that are members of SWCS. We need to reach out to new constituencies, while at the same time finding ways to meet the needs of those groups who have traditionally been our members.

• More focus on regional activities. Engage membership.

• I think the biggest barrier is recruiting active members. Younger people tend to form other associations rather than join professional organizations.

• To gain state level NRCS acceptance we must work at the national level and gain the support of the NRCS Chief.

• 1. Recognize what media reaches the younger generations (18-30).

   2. Teach existing members the tools of recruitment.

   3. Maintain our high standard of new and existing information sharing (workshops, seminars, etc).

   4. Outreach to employers and explain the benefits of membership.

Barriers:

1. A large and diverse State.

2. Limited membership

3. Time

• I addressed some of this in previous answer. There are a lot of major changes to be made from just a doer of tasks to being an important, involved stakeholder in local issues. Wouldn't it be cool if local decision makers were confronted with an issue and thought- What would the Michigan SWCS think of this? Lets consult with them.

• I think Michigan SWCS needs to be looking to serve members but also open communication with groups like legislators or even just NRCS top officials, or MDEQ or MDARD. Probably need better funding to undertake some of these tasks so that could be a barrier.

• Another barrier might be just getting some new blood into Leadership Roles. It seems like there are some people who have been around a long time and there might be some resistance to change.

• The major barrier is expanding the membership including a more diverse membership. More student groups, especially from non-agricultural backgrounds. Increased emphasis upon natural resources will help draw members from non-ag interest groups. While our agricultural roots are quite important, we sometimes emphasize them too much (e.g. issues with farm bill are front and center while natural resources policy is 2nd or 3 page).
Question 16: If you could change just one thing about the Michigan Chapter of SWCS what would it be?

- I think the training is headed in a good direction. No comment on the need for change.
- We have to get more people involved or we will burn people out.
- Make NRCS more accommodating to the organization.
- Keep up the good work! Encourage young employees to become members. Maybe we could have a contest within SWCS to see how many new recruits within a year we could get and give away a prize or two to the top recruiters? Better yet invite prospective members to a professional development and drive with them to the training/workshop and pay their registration for the first one.
- Expand its definition of "working lands" to include other lands that provide ecosystem services as well as food and fiber.
- I would like to change the lack of communication as to what the chapter is and what it's meant to be.
- I don't think that it's necessarily about changing any one thing as much as it is about building upon the existing foundation to incorporate new ideas and programming. However, the one thing that would really help that building process is increased membership and the new leaders and ideas that they bring.
- Reactivate the Professional Development Committee to take a more active role in researching professional development needs and watching for trends and new developments in natural resource management, conservation and sustainability.
- Activate the Legislative Committee to develop a program or process of oversight of legislative trends at State and Local levels.
- Higher attendance rate at events.
- I think the chapter has a good program and it has really blossomed in the last 5-6 years. I think planning programs, workshops, etc 1-2 years out and then getting it advertised will take a long way. This advertisement needs to come from sponsors of these events. Again this will probably take a coordinator or a director.
- I'd like to expand the vision and the mindset of our current leadership and have them start thinking outside the box about ways to make our organization more relevant to our newer and younger members.
- More enthusiastic membership
- Identify a major donor that could subsidize programs.
- recruitment of new and young members. Membership as a whole.
- Maybe better funding- is it possible that the Chapter could support a staff person in the next 5 years? It seems like a lot more marketing, promotion, fundraising, outreach, advocacy etc could be achieved if there was at least one paid staff person.
- increase membership
- I have not had the opportunity to take advantage of the workshops or meetings that you have held. Unfortunately my current job classification with the NRCS does not allow me to take the time off to attend. It would be nice if the NRCS would recognize and support those endeavors as work related and maybe they do for other job classifications but for mine they have not.
APPENDIX D: Results of Strategic Planning Session and SWOT Analysis

**Definition of SWOT**

The term “SWOT” stands for **Strengths**, **Weaknesses**, **Opportunities**, and **Threats**. A SWOT analysis attempts to give an organization a comprehensive visual of these four categories simultaneously. Frequently, organizations try to develop strategic plans without thinking about what their strengths and weaknesses are, and how they may affect outcomes. While plans can be written and successes achieved without a SWOT analysis, the organization is not utilizing its full potential if the members do not also know its strengths and weaknesses.

**Scope of Analysis**

This SWOT analysis was done by the Michigan Chapter of the Soil and Water Conservation Society’s (SWCS) Executive Committee and several other members of the chapter on April 27, 2013. The goal was to thoroughly diagram the organization, provide highlights on key strengths, weaknesses, opportunities, and threats, and vote to identify the highest priorities.

**Voting**

Each person present had 5 votes to assign to their top priorities, whether it was addressing a strength, a weakness, an opportunity, or a threat. The results of the prioritization was as follows:

**Top Priorities (Received 5-7 votes):**

1) *Society communication with chapter AND Chapter communication with members and public* – *(7 votes)*

2) *Flexibility to hit a variety of topics on emerging issues* – *(6 votes)*

3) *Seeking grants (capacity building)* – *(5 votes)*

**Medium Priorities (Received 2-4 votes):**

4) *Seeking partners*— *(4 votes)*

5) *Learn about our membership resources – Who are they, and what do they bring to the table* – *(3 votes)*

6) *Disenfranchised landowners – we don’t have membership that speaks to the landowners* – *(3 votes)*

7) *Broaden the use of technology – train people on tech or use tech better* – *(2 votes)*

8) *Good quality workshops and tours* - *(2 votes)*

9) *Lack of member involvement* – *(2 votes)*

10) *Not visible* – *(2 votes)*
Lower priorities (Received 1 vote each):
11) Stronger communication with NRCS – (1 vote)
12) Appeal to Conservation Districts for members- (1 vote)
13) Some Executive Council members don’t regularly participate- (1 vote)
14) Hard to understand, track, and predict our finances- (1 vote)
15) Failure to be different or to stand out from other organizations – (1 vote)
16) Loss of influence at the national level - (1 vote)
17) Unsupportive partners or employers – (1 vote)
18) Changing norms for engaging different groups - (1 vote)
19) Statewide water quality data – Where is it collected? Where is it managed? Could we be the nexus? Advocate for statewide groundwater data collection. – (1 vote)

Complete List of Strengths, Weaknesses, Opportunities and Threats:

**Strengths:**
- Diverse membership
- Good quality workshops and tours
- Engaged core members
- Strong leadership
- Dedicated Council
- Member quality
- Practitioners and researchers
- National organization framework and support
- Long history
- Dedicated to future thinking
- Engaged in planning
- Passionate
- Varied connections
- Consistent and dependable

**Weaknesses:**
- Few members
- Lack of member involvement
- Volunteer based
- Not visible
- Lack of financial support
- Physical distance between members
- Relatively isolated
- Difficult to target
- Hard to get people involved
- Hard to explain the value of membership
- Procrastinate when planning events
- Small voice in the conservation community
- We are negative
- Membership has very narrow job focus
- We are all specialists
- Over commitment of engaged members
- Hard to understand, track, and predict our finances
- Society communication with chapter
- Chapter communication with members and public
- Some Executive Council members don’t regularly participate
- Uneven membership distribution
Opportunities:
- Insider knowledge of the challenges and needs of organizations targeted for membership
- Stronger communication with NRCS
- High public interest in high quality water bodies – public cares about Great Lakes
- Deliver a connection between practitioners and researchers
- The Journal is really good
- Emerging emphasis on soil quality
- Seeking partners
- Reaching students now to grow future membership
- Starting an endowment
- Soil and water conservation is a hot topic
- Flexibility to hit a variety of topics on emerging issues
- Leverage traditional funding for conservation with newer
- Sources (market-based systems)
- Seeking donations/fundraising
- Appeal to Conservation Districts for members
- Seeking grants (capacity building)
- Strengthen partnership with MACD
- Market membership intangible skills, like leadership
- Broaden the use of technology – train people on tech
- Use tech better
- National or State MOU with NRCS
- Partner with MDA
- Companies/Corporations
- Learn about our membership resources – Who are they, and what do they bring to the table
- Statewide water quality data – Where is it collected?
- Where is it managed? Could we be the nexus? Advocate for statewide groundwater data collection.

Threats:
- We compete for members’ time
- Loss of influence at the national level
- Public interest is diverted – everyone is focused on other issues
- Competition from other organizations
- Failure to be different or to stand out from other organizations
- Climate change – How do we address it?
- Unsustainable funding
- Lack of external funding
- We can become too narrow in our advocacy positions, and we may lose people
- Unsupportive partners or employers
- Member burnout
- Lack of agency recognition and support
- Disenfranchised landowners – we don’t have membership that speaks to the landowners
- Deteriorating economy
- Changing norms for engaging different groups
- Lack of sponsors
- We don’t have racial diversity
- Younger generations have an indifference to our cause
- Internet – People can google to find information, they don’t have to come to a meeting
- Engaging on an issue when there is too much uncertainty
APPENDIX E: DESCRIPTION OF STANDING COMMITTEES

**Policy Committee**

- (According to the Bylaws, the Policy Committee is made up of the previous 5 available Past Presidents. If 5 Past Presidents are not available, any past officer may be appointed by the President as a replacement.)

- The Policy Committee shall meet at the request of its chairperson, any Policy Committee member or the Executive Council.

- The Policy Committee shall review and discuss general policy, such as Bylaws, and administrative matters, such as non-profit and corporation status, of the Chapter and develop recommendations for consideration by the Executive Council.

- The Policy Committee may receive policy suggestions from other Committees, review and possibly modify those suggestions, and forward policy recommendations to the Executive Council.

**Legislative Committee (Appointed by President)**

- The Bylaws state: The Chapter shall have a Legislative Committee consisting of one Executive Council member and a minimum of four representatives of the Chapter. Any staff person employed by the Chapter and being responsible for legislation will be an ex-officio member of this Committee.

- The purpose of the Legislative Committee is to foster, implement, organize and administer ways and means by which the Chapter can communicate with, and represent, its members with respect to legislation or proposed legislation of direct interest to the Chapter's objective of promoting the conservation of all natural resources.

- The function of the Legislative Committee recognizes that the Chapter may be an advocate, but cannot lobby

**Scholarship Committee**

- The purpose of the Scholarship Committee is to encourage qualified students to enter the field of natural resource conservation and to prepare them for such careers through an organized program of study in an institution of higher education offering training in appropriate areas.

- Awards will be based on interest in conservation as evidenced by scholastic ability and participation in conservation activities.

- In addition to issuing applications for the scholarship and judging the applicants, the Scholarship Committee should:

  - Continue to expand the State University and College Contacts who distribute the scholarship information to the students.

  - Work towards developing a scoring matrix for scholarship application review (e.g. each application element can be assigned a range of point values based on the Chapter’s prioritization of the qualities we are looking for. The applicant that averages the highest score among those reviewing the application is awarded the scholarship.)
Nominations Committee (Appointed by President at least 180 days before the Annual Mtg.)

- The Nominations Committee shall encourage members to be on the ballot for the Michigan Chapter Executive Council.
- The Nominations Committee shall nominate and submit to the President, no later than 60 days before the annual meeting, a list of candidates for the elective offices who have consented to have their names appear on the ballot.
- The Election Ballot is prepared and distributed by the Executive Council.

Elections Committee (Appointed by President prior to the Annual Meeting)

- The Secretary shall deliver the election ballots to the Election Committee chairperson.
- Upon receiving the ballots, the Elections Committee shall meet and count the ballots, and certify results of the election to the President.
- The Elections Committee shall deliver the counted ballots to the Secretary who shall make them available for inspection by any member for six months after which they may be destroyed.
- If possible, the Elections Committee should be made up of individuals who will be attending the Annual Meeting.

Annual Meeting Committee

- In cooperation with the Professional Development Committee, Executive Council, and Michigan Association of Conservation Districts (MACD) the Annual Meeting Committee shall organize and plan the Annual Meeting and Technical Session by October 1.
- The Committee shall be responsible for assuring adequate facilities arrangements through MACD.
- The Committee shall be responsible for speaker arrangements and accommodations.

Ag & Natural Resources Week (2014) Seminar Planning and Arrangements Committee

- In cooperation with the Professional Development Committee and the Executive Council, the ANR Week Committee shall plan, arrange and execute the ANR week seminar.
- The Committee shall prepare a program description for inclusion in the Michigan State University ANR Week Program Guide and website by the MSU-ANR required deadline.

Archives Committee

- The Archives Committee is assigned the task of documenting the history of the Michigan Chapter and preserving records related to our organization that may be beneficial for future Chapter leaders and members.
- Archival materials shall be donated to the Michigan State University Archives and Historical Collection. Copies shall be retained by the Archives Committee.
Audit Committee

- Review Chapter financial records for the fiscal year prior to the Annual Meeting.
- Provide an audit report at the Annual Meeting and for the Chapter newsletter.

Awards Committee

- Solicit nominations for Chapter and Society awards by the deadline set by the Executive Council. (September)
- Recommend and prepare nominations for Chapter and International Society awards. (By November 1)
- Submit nominations for Chapter and International Society awards to the Executive Council for approval by the deadline set by the Executive Council. (December 1)
- Prepare award certificates, plaques, etc. for Chapter award recipients.
- Plan and conduct the annual awards ceremony at an appropriate meeting as determined by the Executive Council.
- Prepare and submit nominations, as directed by the Executive Council, for International Society awards to SWCS headquarters by the deadline.
- Ensure proper recognition of Chapter and International Society award winners.
- Chapter and Society Awards include the following:
  - For Society Members:
    - Fellow. (National Society award)
    - Outstanding Service. (National and Michigan Chapter awards)
    - Commendation. (National and Michigan Chapter awards)
  - For members and non members:
    - Hugh Hammond Bennett. (National Society award)
    - Honor. (National Society and Michigan Chapter awards)
    - Merit. (National Society and Michigan Chapter awards)
    - Conservationist of the Year Award. (Michigan Chapter award)
    - News/Media award. (Michigan Chapter award)
    - Education award. (Michigan Chapter award)
Finance Committee

- Review all Chapter accounts and how they are presently managed and reported, including who has access to perform transactions and who has access to observe records provided directly from the banks.
- Make recommendations, regarding any improvements the Chapter can make regarding secure access to transactions and/or records.
- Review current record keeping and archive practices, and make recommendations for improvements, if deemed necessary.
- Other issues identified by the Finance Committee members or the Executive Council.
- Develop recommendations for future or on-going activities of the Finance Committee. Will the Finance Committee be permanent? What will be the future tasks of the Committee?

Membership Committee

- Promote membership in the Chapter.
- Develop strategies to increase membership and member involvement, and then implement those approved strategies.
- Develop strategies to retain, strengthen, motivate, and involve members, then implement approved strategies.
- Develop strategies to increase Chapter visibility among relevant state and national agencies, organizations, societies, and groups, and then implement approved strategies.
- Research or survey the professional needs of members, and report findings to the Executive Council.
- Establish and maintain a new-member mentoring program and assign mentors to new members upon request.
- Recommend members who merit advancement and are well qualified to serve as Chapter or Society officers or committee members, then initiate nominations of those that are recommended.
**Outreach Committee**

- Includes newsletter, website, table top display and other general outreach and public communication activities.
- Prepare the periodical Chapter newsletter and make it available to all Chapter members by most appropriate means.
- Monitor and manage the Chapter website to communicate the Chapter's values, goals and objectives to SWCS members and the general public.
- Solicit articles from Executive Council members and Chapter members for inclusion in the newsletter.
- Prepare appropriate upcoming event articles for the newsletter as needed.
- Edit submitted articles, with appropriate consultation with original writers.
- Update, prepare and deliver the Chapter display to appropriate events, and look for event opportunities.
- Consider contacting University members who might be interested in contributing articles.

**Professional Development Committee**

- Propose professional development activities for Executive Council and event planning committees consideration.
- Solicit professional development programming ideas from Chapter membership.
- Keep tuned to developing environmental issues, environmental events and conservation professional's needs.
- Consult with agencies and other organizations for professional development needs and opportunities.

**Strategic Planning Steering Committee**

- Develop a Strategic Planning process for the Michigan Chapter and submit it to the Executive Council for approval.
- Provide recommendations for Strategic Planning Workshop facilitation.
- Propose arrangements for meeting locations and facilities.
Student Chapter Development Committee

- The intent of this Committee is to develop new Student Chapters in appropriate Institutions, and to support and encourage existing Student Chapters.
- Target Institutions shall be determined by the Committee in consultation with the Executive Council.
- The Committee should consider developing networking opportunities with University Faculty members and other relevant student organizations.

Summer/Fall Tour Committee:

- Develop and carry out a Summer or Fall Tour or Field Day in the Region designated by the Executive Council. Membership should be mostly from that Region.