



**WATERSHED PARTNERS
STRATEGIC PLANNING
2000-2001**

During the May 10, 2000 WaterShed Partners meeting, time was put into brainstorming where the Partners have been and where we are going. With the assistance of John Lamb as moderator, the Partners in attendance of the meeting outlined the following items as points of interest for the future.

DISCUSSION ON ORGANIZATIONAL STRUCTURE (currently we are informal):

- 1) Each Partner has equal responsibility to the entire group.
- 2) We need to better calculate the in-kind contributions of the Partners.
- 3) We need to better define what makes a project a WaterShed Partner project...or are individual Partners who then share it with the group supporting the project?
- 4) Any professional who would benefit from being involved and who has something to give to the Partners is welcome. We need to better communicate this.
- 5) If we changed to a more formal organization:
 - a. We would need to hire staff.
 - b. Some feel this could strengthen our organization.

BENEFITS TO EACH PARTNER:

- 1) We stay up-to-date on watershed issues
- 2) We meet new people.
- 3) We learn new techniques.
- 4) Should we implement a New Partner Orientation?

FUTURE PROGRAMS:

- 1) The web site could be expanded to include educational information for businesses, developers, landscapers, etc.
- 2) The Partners could increase or better focus on a target audience.

WHAT PARTNERS WOULD LIKE TO SEE OR APPRECIATE MOST FROM THEIR INVOLVEMENT:

- 1) The WaterShed Partners need budget relief. The energy put into securing funding is taking time away from completing projects.
- 2) Partners appreciate the input and networking benefits that in turn make it easier for individuals to complete their own projects.
- 3) Because each Partner is stretched so thin with their own jobs, the group needs to find volunteers to help with staffing the exhibit. It may be useful to have a full-time staff person to transport, set-up, and staff the exhibit at events.

- 4) The Partners should have more involvement by businesses and industries.
- 5) Partners are happy with the information circulated among Partners. The monthly meetings are a comfortable setting that allow for a free flow of information.
- 6) The Partners should work more closely with classroom educators.
- 7) Partners are leveraging money to support the WaterShed Partners as their way of fulfilling their organizations educational goals.
- 8) There could be two options for reserving the WaterShed exhibit – you could reserve it for free (you pick it up and staff it) or you can pay to reserve it (someone sets it up and staffs it for you).
- 9) Partners should receive financial compensation for the non-billable time they put into the WaterShed Partners. Others feel that the time is well spent, with or without the compensation.
- 10) Partners appreciate the resources they acquire from the WaterShed Partners, and enjoy sharing that with other organizations that they work with. This subsequently promotes the WaterShed Partners.
- 11) Partners appreciate the networking aspect of the group.
- 12) WaterShed Partners need a better understanding of industry's need to meet goals of supply and demand. Industries want to do things “green” but don't because of the bottom line.
- 13) A level of trust has been formed with the WaterShed Partners and support for individual projects is appreciated.
- 14) The minutes and website are invaluable to keep WaterShed Partners connected.
- 15) Being a part of the WaterShed Partners increases resident's understanding of smaller organizations and their involvement with watershed issues.
- 16) The WaterShed Partners are suffering from growing pains right now, and that's a good thing!! The pains are due to our success, and to continue that, the Partners must better understand and abide by their responsibilities, their accountability, and their abilities as members of the WaterShed Partners.
- 17) The WaterShed Partners is an energizing organization – Partners continue to feel the energy for weeks after the monthly meetings.
- 18) We need to brainstorm ways to make each Partners lives a little easier.

CONCLUSION:

- Do we see a trend here? Should we be mindful of something in particular?
- The WaterShed Partners is definitely a “different” organization and maybe that's where the success comes from.