

Summit Soil and Water Conservation District 2020 Annual Plan of Work

Our Mission Statement:

Summit Soil and Water Conservation District provides leadership and advocates for the stewardship of our natural resources and responsible land use through the provision of education, technical assistance, and partnerships in Summit County.

Our Vision Statement:

Summit Soil and Water Conservation District aspires to be a trusted leader of an engaged community in support of a sustainable, natural environment for future generations.

Summit Soil and Water Conservation District's Core Values are:

Sustainability. Stable soils, clean water, and healthy habitats are essential to the continued viability of our community.

Leadership. Apply sound science and innovation as the technical experts in the fields of natural resource stewardship and responsible land use.

Service. Engage in trusted, timely, and professional communication with stakeholders.

The Strategic Planning Committee organized the goals into the following four categories:

Programs and Services
Community Awareness and Outreach
Staffing, Facilities, and Equipment Resources
Funding

Within each category Goals were established resulting from the SWOT analysis. The aim of those Goals was to amplify our strengths, minimize our weaknesses, exploit our opportunities, or avert our threats. In some cases, the Committee identified more specific Strategies that might apply to each of those Goals. The Goals and Strategies are organized by category on the following pages.



Goal 1: Programs and Services

Goal Description: The District will review, evaluate, adjust or maintain existing programs and expand or remove programs as needed to fulfill our mission, vision or core values.

Goals	Projects	Results	Responsible Staff	Duration
Goal 1.1: Existing Programs	Urban Stormwater Program	Continue to provide quality services for Minimum Control Measures #4, 5, 6 with the communities that we have agreements with.	Staff: Technical Staff & DPA	Jan - Dec
	Landowners Assistance	Continue to provide landowners with assistance related to natural resources, soils, riparian setbacks, agriculture and District sales	All SWCD Staff, and NRCS and ODNR Staff as needed	Jan - Dec
	Education	Continue to Provide education programs, publications and models to the public; communities, teachers and elected officials	Staff: Education Specialist & assisted by DPA & Technical Staff	Jan - Dec
	Administration	Create, update and maintain administrative programs and records for reporting and tracking staff files, financial records, policies and procedures, coordinate monthly and annual meetings and other district events	Staff: AA & DPA	Jan - Dec
	Education and Training	Implement the Master Rain Gardener Program and investigate school programs	Staff: Ed. Spec. & DPA and assisted by technical staff	Jan - July
Goal 1.2: Expand Program Services	MS4 Assistance and Compliance	Write new SWMP and conduct meetings with communities to expand services	Staff: DPA, Education Spec., Stormwater Spec. II	Jan - July
Goal 1.3: Watershed Master Planning and Management Program	Conservation Easements	Collaborate with other organizations to pursue new easements for preservation and assist landowners with unbuildable lots	Staff: Technical Staff	Jan - Dec
	Yellow Creek	Attend watershed meetings, host stakeholders meeting, complete & submit NPS-IS plan, host workshops, collect & catalog data and pursue funding	Staff: Watershed Coordinator	Jan - Dec
	Upper Tuscarawas	Attend Portage Lakes Advisory committee meetings	Staff: Watershed Coordinator	Jan - Dec
Goal 1.4: Improve Constituency Satisfaction	Furnace Run	Investigate utilizing an existing non-profit as a fiduciary and funding through the NEORS	Staff: DPA	Jan - July
	Policies	Create policies for communication, enforcement & complaints	Staff: DPA & SW Spec. II	Jan - July
	Evaluations	Create evaluations for communities, developers and public to provide feedback	Staff: DPA	Aug - Nov

Goal II: Community Awareness and Outreach

Goal Description: The District is aware that the public is unfamiliar with their organization. A branding campaign is needed to get the District's name out, highlight our history and what we do and appeal to younger generations. The District has several conservation partners ranging from communities, and other agencies and organizations. We need to continue to build these partnerships, collaborate on projects and become more influential. We also need to differentiate ourselves from our partners with our own branding campaign.

Goals	Projects	Results	Responsible Staff	Duration
Goal 2.1: Create a Branding Campaign	<i>Highlight our history, mission, vision, core values and services</i>	<i>Recreate our District brochure and plan for our 75th anniversary</i>	Staff: DPA, AA, Ed. Spec. & Board	Jan - Dec
	<i>Marketing on many platforms, open houses and events</i>	Highlight Staff and Board, Newsletter, Social Media, investigate open house or legislative day, social round tables	All Staff	Jan - Dec
	Appeal to younger generations	Research social media platforms, podcast, YouTube videos to incorporate	All Staff	Jan - Feb
	Akron Rain Barrel Program	Coordinate residential rain barrel education, workshops and distribution with the City of Akron	Staff, DPA and Ed. Spec.	Jan - July
Goal 2.2: Develop Outreach Initiatives with Communities, agencies and other organizations	Agriculture workshops	Plan ag based workshops through partnerships with OSUE, FB and others	Staff, Ed. Spec. and DPA	Jan - April

Goal III: Staffing, Facilities and Equipment Resources

Goal Description: Resources are required to complete task, to be effective and more efficient. Resources can be objects such as equipment, facilities, office space or outdoor classrooms. Resources are also something less tangible like training, education funding, work culture and partnerships. By investing in our resources, the District will succeed, be more efficient and effective to implement our mission.

Goals	Projects	Results	Responsible Staff	Duration	
Goal 3.1: Maintain a technically competent, qualified, efficient and team-oriented staff	Promote education, training & professional development	Develop an individual training program for each employee, list conferences and workshops they should attend	Staff: DPA & Board & assisted by staff	January	
	Conduct annual reviews of staff performance and qualifications	Conduct employee evaluations, interview staff on training needs and review outcomes with the personnel committee and board	Staff: DPA & Board	Nov - Dec	
	Build flexibility via cross training	Have staff learn or assist others on projects and attend trainings	Staff: All Staff	Jan - Dec	
	Plan for staff retirement and turnover	Plan for Jeamine's retirement and budget for job shadowing and training of new Administrative Assistant	Staff: DPA, AA & Board	July - Dec	
	Create a happy, healthy and fulfilling work environment	Continue to promote County programs, provide professional growth and team oriented programs	Staff: DPA and Board	Jan - Dec	
	Establish a volunteer/internship program	Develop volunteer program for watershed assessment & water quality monitoring	Staff: Watershed Coord.	July - Dec	
	Goal 3.2: Create new staff positions for growing demand and services	Inspection & Maintenance of SCM Program	Create position if warranted after surveying communities	Staff: DPA and SW, Spec. II	March - Aug
		AmeriCorp Education Position	Create an Outreach Specialist position through the Tinker's Creek AmeriCorp Program	Staff: Ed. Spec. & DPA	Jan - Sept
		Promote education, training & professional development	Provide needed training for employees on new equipment and resources	Staff: DPA, Board & assisted by all Staff	January
	Goal 3.3: Maintain up-to date equipment, technology and resources	Conduct annual review of equipment and technology	Interview staff to review equipment needs to conduct their duties, review and compile a list to discuss with the board	Staff: DPA, Board & assisted by all staff	Jan - Dec
Digitize plans		Seek scanning services or purchase a scanner. Scan	Staff: AA, DPA & Board	Jan - June	
Maintain work vehicles appropriate to and adequate for our mission		Look into replacing the 2013 escape and purchasing two vehicles. One for meetings and another for construction site inspections	Staff: DPA, AA & Board	Jan - April	
Goal 3.4: Maintain office and outdoor spaces that further support our program initiatives	Enhance outside office and administrative assistance (County and ODA)	Continue to participate in ADP and other meetings	Staff: DPA, AA & Board	Jan - Dec	
	Plan for revisions to existing spaces or acquisition of additional spaces to accommodate expanded staff	Have a plan by the end of 2020 to accommodate staff and office space	Staff: DPA & Board	Jan - Dec	
	Seek partners to provide outdoor and/or indoor spaces appropriate for events and demonstrations	Seek and Build partnerships with Metro Parks, UA Biological Field Station and Copley Twp.	Staff: Ed. Spec.	Jan - April	

Goal IV: Funding

Goal Description: Funding is critical to maintain staff, services, resources and to function. There are several funding sources from local partnerships (Cities, Villages, Watershed Groups, Programs, NEORS and the County) and from the State through the match (historically from 50% - 98%). The Staff and the Board need to continue to build, maintain and nurture professional relationships with these funding sources, share our accomplishments and reiterate our abilities and services. By the District developing a 5-year budget plan, the District can adequately focus on funding sources and services, adapt to changes in needs, outline future expenditures, and prepare for growth or other economic trends.

Goals	Projects	Results	Responsible Staff	Duration
Goal 4.1: Ensure long-range stability of State and County funding	Reinforce relationships with funders	Schedule meetings with legislatures, community contacts and county officials	Staff: DPA and Board	Jan - Dec
	Provide annual reports to demonstrate our value and accomplishments	Create a District & Watershed annual reports to provide to our partners & funders	Staff: DPA, SW Spec. II, Ed. Spec. & Watershed Coord.	Sept - Nov
	Build strong relationships with our communities	Staff meets with all the communities annually to discuss services and efficiency	All Staff	Jan - Dec
	Identify a 5-year budget/funding plan	Create a 5-year projected cost plan for equipment and staffing needs, identify funding sources, review it annually and modify as needed	Staff: DPA, AA & Board	Jan - Feb
Goal 4.2: Pursue additional sources of revenue through new programs and services	Pollution Prevention/Good Housekeeping	Survey communities	Staff: DPA	June - Aug
	Inspection of SCMs	Survey communities	Staff: DPA	June - Aug
	Map Community MS4 System	Survey communities	Staff: DPA	June - Aug
	Individual Lot Inspections	Survey communities	Staff: DPA	June - Aug
Goal 4.3: Pursue grants to support specific programs or initiatives	Yellow Creek Watershed	Assist with grants for watershed projects and funding the watershed coordinator position	Staff: DPA & Watershed Coord.	June - Dec
	Education Grants	Seek funding opportunities for programs, equipment or models	Staff: Ed. Spec.	Jan - Dec