

Passed on a vote by the Board on 19 September 2013

Midwest Great Lakes SER Chapter
5-Year Strategic Plan
Mission, Vision, Strategies and Goals
10 September 2013

Mission: To promote the science and practice of ecological restoration to assist with the recovery and management of degraded ecosystems within the Midwest-Great Lakes regions of the United States.

Vision: The vision of the MWGL SER Chapter is to be a primary regional source for information on issues related to ecological restoration and provide a forum for interchange of ideas on restoration among scientists, practitioners, students, and members of the lay public.

Goal 1. Improve outreach, benefits, and services for members

STRATEGIES

G1-1. Provide two major membership events annually

G1-2. Provide at least one online webinar annually on regional restoration issues, methods, practices, and/or research

G1-3. Produce or support the development of publications (i.e., books, technical reports, peer reviewed manuscripts) and short notes on regional restoration topics and best restoration practices

G1-4. Proactively post timely regional job links

G1-5. Provide highlights of restoration projects within the region on digital media

G1-6. Encourage networking and interaction among our diverse membership base

Goal 2. Become the primary regional source of information related to ecological restoration and restoration ecology

STRATEGIES

G2-1. Become proactive on policy positions locally and regionally within the constraints expected of a non-profit 501 c3 organization

G2-2. Collaborate with and support other like-minded organizations by developing and strengthening local/regional private and nonprofit restoration networks

G2-3. Jointly host meetings and workshops with other organizations

G2-4. Encourage community ecological restoration activities by establishing recognition awards for community developments

Goal 3. Encourage greater student involvement and recognition

STRATEGIES

G3-1. Provide mini research grants, internships, and/or travel grants

G3-2. Encourage development of SER Student Associations or Student Subchapters within the region

G3-3. Provide greater recognition for students at our Annual Meeting

G3-4. Provide student focused events

Goal 4. Strengthen the overall foundational structure of the organization

STRATEGIES

G4-1. Increase membership and retention of members

G4-2. Host Annual Meetings that attract up to 200 persons

G4-3. Maintain good financial standing, increase sponsorships and private donations

G4-4. Clarify expectations of Board members, improve orientation materials for incoming Board members, and develop strategies for recruiting new Board members

G4-5. Review and ensure active committees are fulfilling needed functions

G4-6. Increase membership involvement in active committees