

Passed on a vote by the Board on 16 December 2013

Midwest Great Lakes SER Chapter

5-Year Strategic Plan

TIMELINE

16 December 2013

**An asterisk preceding a strategy means that it will be repeated during each of the five years (2014 – 2018) of the strategic plan. The number of each strategy is the number assigned to it in the 5-year Strategic Plan.*

Year One 2014

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

STRATEGIES

*G1-1(2014). Provide two major membership events annually (Years 1-5)

First membership event – The Annual Meeting will serve as the first major membership event and will be organized by the Annual Meeting Committee.

Delegation: Annual Meeting Committee

Second membership event – The Subregional Restoration Groups Committee and the State Representatives should be responsible for the organization of the second annual membership event. This second event should be scheduled so it does not conflict with the Annual Chapter Meeting. Additionally, the second event does not have to encompass the entire region. It should consist of smaller, more local events within subregions – perhaps the arrangement of field trips to restoration sites, mini-symposia, and even social events within a state. One idea is that two years after hosting the Annual Meeting within a particular state – the state representative for that state and the Subregional Restoration Groups Committee would collaborate and organize a state event, which could be attended by Chapter members from any area.

Delegation: State Representatives, Subregional Local Restoration Committee

*G1-2(2014). Develop at least one online webinar annually on regional restoration issues, methods, practices, and/or research (Years 1-5)

The Board of Directors will need to explore the costs and benefits of various webinar services (i.e., Go to Webinar, LiveMeeting, Skype) and select one for use, and to set the cost structure of the webinars for chapter members and non-members, and to form a Webinar Committee to decide on the content and schedule webinars. SER has indicated it will allow each chapter to use its webinar subscription (i.e., Go to Webinar) once a year. Volunteers should be sought from the membership to assist with the activity (Years 1-5). Year one will be used for planning and organizing the online webinars with the first webinar being presented in the second year (2015).

Delegation: Board of Directors

*G1-3(2014). Produce or support the development of publications (i.e., books, technical reports, peer review manuscripts) on regional restoration topics and best restoration practices (Years 1-5)

In the first year, the Board should develop the format for soliciting publication proposals and decide on what type of support should be provided as well as the obligations of the proposal authors. On an annual basis, beginning in the second year, the Board should develop and issue calls for publication proposals and select and support at least one proposal in the next four years.

Delegation: Board of Directors

*G1-6(2014). Encourage electronic networking and interaction among our diverse membership base (Years 1-5)

Members of the Board of Directors should join the Chapter Facebook group and make a post to promote activities and discussion in the Facebook group at least once a year. Additionally, the Board of Directors should maintain awareness of up and coming social media and consider expansions where justified

Delegation: Board of Directors

Goal 3. Encourage greater student involvement and recognition

STRATEGIES

*G3-1(2014). Provide mini research grants, internships, and/or travel grants (Years 1-5)

The Awards Committee would be responsible for developing the nomination process, the selection criteria, and proposing the award amounts. The Board of Directors would need to vote and approve of the award structure and award amounts.

Delegation: Awards Committee

*G3-3(2014). Provide greater recognition for students at our Annual Meeting (Years 1-5)

Highlight student involvement at the Annual Meeting in the Chapter webpage, Facebook Page, and Chapter Newsletter

Delegation: Communications Committee

Goal 4. Strengthen the overall foundational structure of the organization

STRATEGIES

*G4-1(2014). Increase membership and retention of members (Years 1-5)

This strategy is the primary responsibility of the Membership Committee.

Delegation: Membership Committee

***G4-2(2014). Host Annual Meetings that attract up to 200 persons (Years 1-5)**

Past Chapter meetings have ranged from 90 to 130 attendees. Each year the Annual Meeting Committee should consider different outreach and promotion strategies that will attract a greater number of meeting attendees and use information from past Chapter Surveys to guide the organization of the meetings.

Delegation: Annual Meeting Committee

***G4-4(2014). Clarify expectations of Board members, improve orientation materials for incoming Board members, and develop strategies for recruiting new Board members**

The Board Development Committee as described in the Chapter Bylaws will provide oversight of Board nominations, appointments and selections, elections and Board recruitment, Board Member orientation and training, Committee and Working Group nominations, and Board Member service recognition. However, this Committee will need assistance, guidance, and approval from the Board of Directors in the development of new materials and identification of nominees for each Board position. The Awards Committee will continue to be responsible for providing awards for Board Member's service based on recommendations from the Board Development Committee and the Board of Directors.

Delegation: Board Development Committee, Awards Committee, and Board of Directors

***G4-5(2014). Review and ensure active committees are fulfilling needed functions (Years 1-5)**

The Executive Committee should review and ensure active committees are fulfilling their needed functions and to determine if they need assistance from the Board of Directors to enable them to achieve their annual goals.

Delegation: Executive Committee

***G4-6(2014). Increase membership involvement in active committees (Years 1-5)**

Annually all Committee Chairs will actively seek out volunteers from Chapter Membership to serve on their respective committees. The Board of Directors will also seek to encourage interested members in becoming more involved with the Chapter by encouraging service on a committee of interest. Opportunities for service on committees should be communicated to Chapter members by being posted on the Facebook page and Chapter website, and via email. Critical needs for volunteers for specific tasks could also be announced at our Annual Meeting during the business meeting and later forwarded to Chapter members by email. Currently, the Communications Committee has the greatest need for additional help.

Delegation: Chairs of the Annual Meeting Committee, Communications Committee, Membership Committee, Subregional Restoration Groups Committee, Board Development Committee, the Awards Committee, and the Board of Directors.

Year Two 2015

Review accomplishment made in Year One and goals for Year Two and make adjustments as appropriate.

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

STRATEGIES

G1-2(2015). Provide at least one online webinar annually on regional restoration issues, methods, practices, and/or research

Host our first online webinar and continue for years 3-5

G1-4(2015). Proactively post timely regional job links

Regional job links could be posted on the website. An attempt should be made to identify a variety of regional job links that will be of interests to the diverse interests of our chapter members at each stage of their careers.

Delegation: Communications Committee-Webpage Subcommittee

Note: One person does the majority of the work on this committee so the Board will need to assist by identifying volunteers to assist the Chair of this committee with any future webpage expansions and development.

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

STRATEGIES

G2-2(2015). Collaborate with and support other like-minded organizations by developing and strengthening local/regional private and nonprofit restoration networks

The Subregional Restoration Groups Committee will pursue its primary objective in developing and maintaining a working list of all ecological restoration groups active within Chapter boundaries. From this list the committee will identify groups to establish and maintain communications with these groups to facilitate collaboration with the Chapter. We should especially reach out to those groups that might be interested in assisting with the organization of our second membership event of the year.

Delegation: Subregional Restoration Groups Committee

G2-3(2015). Jointly host meetings and workshops with other organizations

The Annual Meeting Committee in the solicitation of future meeting hosts and development of future meetings should attempt to identify joint-meeting opportunities as they arise. The working list of organizations within the region developed, and maintained by the Subregional Restoration Groups Committee, would assist with identifying co-hosts for future annual meetings.

Delegation: Annual Meeting Committee and Subregional Restoration Groups Committee

Goal 4. Strengthen the overall foundational structure of the organization

STRATEGIES

G4-3(2015). Maintain good financial standing, increase sponsorships and private donations

The primary responsibility of maintaining the financial status of the Chapter falls to the Board of Directors. We have a good financial standing and have been successful in receiving sponsorship funds for our Annual Meetings. However, we likely will need to increase our current efforts in fund raising to enable us to expand our activities and membership benefits as described in this five year strategic plan. The Board of Directors should consider establishing a Fund Raising committee, which would include Board Members, Chapter Members, and, perhaps, other persons who have fund raising experience and are in agreement with our mission.

Delegation: Board of Directors

YEAR Three 2016

Review accomplishment made in Year Two and goals for Year Three and make adjustments as appropriate.

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

STRATEGIES

G2-4(2016). Encourage ecological restoration activities carried out by municipalities and organizations by providing recognition awards for these developments

The Awards Committee would be responsible for developing the nomination process, the selection criteria, and proposing the award structure and amounts. This kind of an award does not necessarily have to a monetary award. The award could consist of: 1) awarding a plaque; 2) listing the winning recipient (community/organization) and why they received the award on our website; and 3) sending this information to the recipient's local newspaper and other media outlets.

The Board of Directors would need to vote and approve of the proposed award structure and award amounts.

Delegation: The Awards Committee and the Board of Directors.

Goal 3. Encourage greater student involvement and recognition

STRATEGIES

G3-4(2016). Provide student focused events

The Annual Meeting Committee should explore the potential to provide student focused events during the Annual Meeting. The Subregional Restoration Groups Committee and the State Representatives as part of their efforts in organizing a second membership event could organize events primarily designed for student members including social events.

Delegation: Annual Meeting Committee, Subregional Restoration Committee, and/or State Representatives.

YEAR Four (2017)

Review accomplishment made in Year Three and goals for Year Four and make adjustments as appropriate.

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

STRATEGIES

G1-5(2017). Provide highlights of restoration projects within the region on digital media.

Delegation: Communications Committee-Webpage Subcommittee

Note: One person does the majority of the work on this committee so the Board will need to support this activity by identifying volunteers to assist the Chair of this committee with any future webpage expansions and development.

YEAR Five (2018)

Review accomplishment made in Year Four and goals for Year Five and make adjustments as appropriate. Additionally, during the last year of the strategic plan it is recommended that the Board initiate planning for the development of a second five-year strategic plan that would begin in 2020.

Goal 3. Encourage greater student involvement and recognition

STRATEGIES

G3-2(2018). Encourage development of SER Student Associations or Student Subchapters within the region

The Board of Directors would be responsible for evaluation the logistics of promoting SER Student Associations and Student Subunits of the MWGL SER Chapter. It is possible that both types of organizations would be promoted within the region, and as such, would require the Board to strategically identify academic institutions and faculty members at these institutions who are interested in establishing these types of organizations. Our current Bylaws allow for the establishment of Student Chapters (For details see Chapter Bylaws, Article IV, Subchapters, Section I-Subchapters). However they do not provide a structure for these Chapters. As a result the Board will need to consider how the Student Subunits will be structured and their specific relationships with the Chapter.

Delegation: The Board of Directors

Strategies not fixed to a particular year for accomplishment:

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

Specific issues and the venue for distributing this information could be our website, local media outlets (newspaper, radio, and television), chapter Newsletter, or sent directly to local, State, or Federal agencies. . Policy positions could be written by the Board of Directors, Chapter Committees, and/or individual chapter members.

The Board of Directors would have to approve all policy positions and the way they would be publicized. This activity would not be carried out following a set schedule (e.g. once each year), rather it would occur on an ad hoc basis as specific issues were brought to the Board.

Delegation: Board of Directors, Communications Committee