

**CWMA Strategic Plan
Final - October 2003 (updated 4/04)**

MISSION STATEMENT

The mission of CWMA is to provide education, regulatory direction, professional improvement, and environmental awareness to preserve and protect our natural resources from the degrading impacts of exotic, invasive noxious vegetation in Colorado and surrounding states.

CATEGORY	GOALS OBJECTIVES	ACTION ITEMS	Who	When
Membership				
Membership	Refine the Strategic Plan to meet current and future needs			
	To provide a framework for the Association's goals To develop an Annual Plan of Work	Task Team will marshal the process		ongoing
		Committees establish annual work plans	BOD	Spring
		Adopt annual budget	BOD	Spring
		Publish Strategic Plan	BOD	May
	Once every three years - Canvass membership for their feedback			
	To increase our effectiveness in identifying and meeting our members' needs	Develop survey tool and techniques		
		Gather results and sort after conference in 2004		
		Report results to board in January or April 2005		
	Increase member participation			
	To better represent our membership To better achieve our Association's goals	Provide Plan of Work to membership	Membership Membership Drive	Fall '04
		Solicit project participation		
	Steward state and federal legislation relevant to our members' concerns			
To provide CWMA membership the opportunity to voice their legislative concerns		Leg Comm	ongoing	

CATEGORY	GOALS OBJECTIVES	ACTION ITEMS	Who	When
Professional Training and Development				
Professional Training and Development	Provide training and education to professional weed managers			
	To continue to provide high quality training opportunities while meeting the varying needs of our membership.	Continue conference and training school Provide training geared towards multi-levels of experience Conduct a needs assessment for holes in education (Part of Survey) Prioritize strategically important topics for forum conference and school Use conference evaluations to take topics to the field	Conf. & TS Comm	ongoing
	To provide new avenues for training/education	Conduct 3 workshops/forums annually (Workshops/forums will be held in various geographical locations throughout Colorado) Pick a Task Team Leader Task Team will to coordinate regional workshops Task Team will identify local workshop organizers Poll the state to find out what is already happening educationally on a regional level CWMA will collect money and do registrations	Prof Improve Media Workshop	Spring '04
	To enhance our member's weed management capabilities	Develop and produce one weed education product for professional weed managers Decide on product concept Appoint Task Team Leader for product Develop timeline for product Adopt budget for project	Education Display Booths	Jun'04
	Provide a semi-annual (2x year) technical update			
	To provide sound scientific and technical guidance in the control of noxious weeds.	Identify two new weeds and provide control/management info. twice a year		
		Identify two known weeds and provide control/management info. twice a year		
Publish in newsletter and on website				

CATEGORY	GOALS OBJECTIVES	ACTION ITEMS	Who	When
Weed Awareness				
Weed Awareness	Enhance citizen involvement in noxious weed management			
	To increase public weed awareness	Distribute weed education materials at low or nominal cost (books, brochures, calendars) Provide at least one forum per year geared toward general public		
	To increase in noxious weed control on private land	Develop and produce one weed education product for private property owners Decide on product concept Appoint Task Team Leader Develop timeline for product Adopt budget for project	Spec Proj Slideshow/ Power Point	Fall '04
	Promote understanding and support for weed management among decision makers			
	To increase decision makers' weed awareness	Develop strategy for engaging key legislators Identify specific messages for decision-makers Identify a useful format for transmitting the message Identify capacity to monitor emerging state legislation		