

**Society for Range Management
Colorado Section Strategic Plan
Draft January 11, 2006**

Society for Range Management Mission

To promote the professional development and continuing education of members and the public and the stewardship of rangeland resources.

Strategic Imperatives

What the Colorado Section Must Do to Achieve the Mission

- Advocate and educate for sound and sustainable use and management of the rangeland resources for a broad variety of human and ecological needs
- Present, determine commit and document the best scientifically based rangeland management practices available to as many individuals who are willing to listen
- Maintain and enhance relevancy to and meet the needs of the members
- Maintain a sustainable membership
- Maintain fiscal soundness

Three-Year Goals

1. Ten or more sister organizations promote sustainable rangeland management as part of their emphasis; 30% of policy makers are informed about the importance of rangeland management; public opinion is supportive of the benefits of sustainable rangeland management; 35% of agricultural managers/landowners have been informed
2. Provide two new avenues, forums, or contacts in order to disseminate available scientific information to the membership, other agencies and the public that demonstrates the science behind rangeland management in Colorado
3. 50% of the members participate in at least one activity per year
4. Maintain a diverse, active membership of 360 members
5. Income and expenses should truly support the mission

Goals and Objectives

Goal 1. Ten or more sister organizations promote sustainable rangeland management as part of their emphasis; 30% of policy makers are informed about the importance of rangeland management; public opinion is supportive of the benefits of sustainable rangeland management; 35% of agricultural managers/landowners have been informed

Objectives

- 1.1 Sister organizations: conduct workshops, membership involvement, partnering, tours
- 1.2 Policymakers: engage on important policy issues, such as clean environment (water, air, recreation, traffic); provide science-based information; provide consistency of message and appropriate packaging
- 1.3 General public: partner with the Colorado Rangeland Council, Ag in Classroom, junior ranger program, scouts on a rangeland merit badge, and CO Youth Outdoors
- 1.4 Ag/landowners: partner with range schools to conduct five workshops for 200 people per year and 5 demonstrations per year

Actions in the Next 12 Months

- 1.1.1 Conduct Monitoring workshops with NRCS and USFS
- 1.1.2 Hold a joint meeting with CWMA
- 1.1.3 Co-sponsored tours
- 1.2.1 Publish the Range Rider Column
- 1.2.2 Establish Junior Ranger Program
- 1.2.3 Partner on Ag in the Classroom
- 1.2.4 Engage Colorado Rangeland Council
- 1.3.1 Send an introduction letter on Section letterhead to resource or ag committee legislators
- 1.3.2 Conduct a CCI presentation
- 1.4.1 Conduct five range school presentations
- 1.4.2 Conduct five demonstrations

Goal 2. Provide two new avenues, forums, or contacts in order to disseminate available scientific information to the membership, other agencies and the public that demonstrates the science behind rangeland management in Colorado

Objectives

- 2.1 Develop a web-based Rangeland Information Forum (e.g. GLTI)
- 2.2 Specific selections monitored on Q&A, upcoming functions, interesting observations—topics of particular interest included in newsletter
- 2.3 Publish case studies in the newsletter
- 2.4 Publish a multi-discipline literature review in the newsletter

Actions in the Next 12 Months

- 2.1.1 Engage Jennifer Rowe or hire out website design, including clipboard, Question and Answer function and expert literature search
- 2.1.2 Design Structure/categories function and decide who monitors questions
- 2.1.3 Analyze other websites for successes and failures and incorporate lessons into design
- 2.1.4 Identify website maintenance requirements Jennifer Rowe (Ken Laird)
- 2.1.5 Talk with Diane Johnson secretary to George Peacock at GLTI (Ken Laird)
- 2.1.6 Talk with the Bureau of Reclamation (Ken Laird)

Goal 3. 50% of the members participate in at least one activity per year

- 3.1 Initiate small groups of SRM members to communicate ideas
- 3.2 Secure relevant topics and speakers at annual meetings and field tours
- 3.3 Foster joint tours/meetings with other organizations
- 3.4 Improve promoting of the section activities to members and non-members

Actions in the Next 12 Months

- 3.1.1 Establish small group network structure (Membership Committee)
- 3.2.1 Set annual meeting location and date (President Elect)
- 3.3.1 Set field tour dates and promote at annual conference (Annual Meeting Committee)
- 3.2.2 Reinvigorate annual meeting committee (President Elect)

Goal 4. Maintain a diverse, active membership of 360 members

4.1 Retain members

4.1.1 Limit lapsed memberships to 25 or less per year

4.1.2 Personal contact with lapsed members within 60 days of expiration

4.2 Retain New Members

4.2.1 Personal contact and provide new member packet within 30 days

4.2.2 Assign a mentor and mentor contact within 60 days

4.3 All others

4.3.1 Personal contact at least one time per year update on the section and find out what's going on with them

4.4. Recruit 35 new members each year

4.4.1 Sponsor prospective members to functions

4.4.2 Sponsor 30 to annual meeting

4.4.3 Sponsor 10 to all other functions

4.4.4 Invite individuals of targeted groups

4.5 Develop membership database to track attendance to all functions and participation

4.6 Follow through on restructuring the Membership Committee

Actions in the Next 12 Months

4.6.1 Follow through on restructuring the Membership Committee (Vicki)

4.1.2.1 Contact lapsed members (Membership Committee)

4.2.2 Assign a mentor and mentor contact within 60 days (Membership Committee)

4.3.1.1 Contact existing members (Membership Committee)

4.4.1 Sponsor prospective members to functions (Membership Committee)

4.4.4 Invite individuals of targeted groups (Membership Committee)

Goal 5. Financial activities should accomplish the mission

5.1 Recruit a diverse committee to assure that financial activities accomplish the organizational mission

5.2 Identify and pursue additional and nontraditional sources of income

5.3 Evaluate and adjust revenue producing activities to assure we are receiving market value

Actions in the Next 12 Months

5.1.1 Recruit no less than three members and have first meeting of the Finance Committee within three months of completion of the strategic plan

5.1.2 Evaluate the roles and responsibilities of the Finance Committee and make recommendations for board approval

5.2.1 Finance Committee will develop recommendations by 2006 winter annual meeting

Organizational Design

Accomplishing the goal requires accountability and responsibility. These committees will assume responsibility for the goal and ensure that actions are taking place to accomplish their goal. Other committees may be involved in assisting the responsible committee with its work. The board is ultimately responsible for achievement of each goal and the entire strategic plan.

Strategic Goal	Responsible Committee
Goal 1 Rangeland Stewardship Promotion	Information and Education
Goal 2 Science Information	Information and Education
Goal 3 Member Participation	Membership
Goal 4 Membership Recruitment and Retention	Membership
Goal 5 Financial Management	Finance

Role of the Board

- Decide on new ideas compared to the goals of the plan
- Amend the strategic plan to retain flexibility and relevance
- See that the plan is implemented
- Annually review where the Section stands
- Develop an annual plan based on the strategic plan
- Oversee fiscal matters

Vision of Success

When the Section has achieved its goals, we are likely to see:

- Membership at 370 active people
- SRM as a forum for knowledge exchange using new technology, interacting with many other organizations
- Society's interest and appreciation for rangelands increasing
- Range schools vigorous
- Healthy rangeland ecosystems under sustainable management