

Virginia Association of Conservation District Employees (VACDE)
STRATEGIC PLAN
January, 2014 to December, 2017

Mission: To provide professional development, leadership and a voice for communicating issues and solutions on behalf of conservation district employees.

Vision: To be a professionally accepted and integrated work force of employees dedicated to the conservation of natural resources.

GOAL 1: MAINTAIN EFFECTIVE OPERATIONS

Objectives:

1. Hold quarterly VACDE Board meetings to conduct association business.
2. Maintain VACDE Board position descriptions, financial records, policies, minutes, bylaws and other association documents and records in an organized manner and in a location accessible by all members.
3. Distribute minutes to all members in a timely manner .
4. Maintain financial accountability and conduct an audit of all monetary transactions annually.
5. Develop a Strategic Plan for 2018 - 2021 in 2017.
6. Submit quarterly reports to the VASWCD.
7. Support and foster partnerships.

GOAL 2: PROVIDE TRAINING, PROFESSIONAL DEVELOPMENT AND RECOGNITION OPPORTUNITIES FOR ALL EMPLOYEES

Objectives:

1. Offer programs to enhance the skills of all technical, educational, and administrative employees during the summer and winter training sessions and other events as opportunities arise.
2. Provide professional development opportunities for district employees and encourage employee participation in non-VACDE opportunities that enhance professionalism.
3. Sponsor awards recognizing district employees for length of service, outstanding accomplishments, and other successes.

GOAL 3: DEMONSTRATE LEADERSHIP IN ADDRESSING EMPLOYEE CONCERNS AND ISSUES

Objectives:

1. Provide alternatives for improving district leadership and personnel management by directors and district managers, and work with the VASWCD to implement agreed-upon alternatives.
2. Provide alternatives for addressing employee job satisfaction issues to include salary, benefits, and advancement/retention matters, and work with the VASWCD to implement agreed-upon alternatives.
3. Work with the VASWCD to encourage consistency between districts on

administrative and personnel policies to the extent possible.

4. Communicate employee needs to directors regarding leadership, personnel management, training, professional development, salary, benefits, advancement opportunities and other areas.

GOAL 4: IMPROVE COMMUNICATION BETWEEN THE VACDE AND DISTRICT EMPLOYEES, DIRECTORS, VASWCD AND PARTNERS

Objectives:

1. Provide a more effective means of communication among employees statewide, such as a VACDE list-serv.
2. Use interaction between Area Representatives and employees, local working groups, distribution of minutes to members, a newsletter, and/or other means to share the issues and information with employees.
3. Participate in VASWCD meetings, invite VASWCD members to VACDE meetings, and send minutes and quarterly reports to VASWCD.
4. Attend and participate in partner meetings and invite them to VACDE meetings as appropriate. Encourage better communication between employees and directors as appropriate.

GOAL 5: SUPPORT DISTRICT EFFORTS TO INCREASE THEIR FUNDING

Objectives:

1. Work with the VASWCD to provide guidance and alternatives for increasing funding through State sources, local governments, and self-generated funding.

GOAL 6: SUPPORT DISTRICT EFFORTS TO WORK MORE EFFECTIVELY WITH LOCAL GOVERNMENTS

Objectives:

1. Work with the VASWCD to provide guidance and alternatives for improving working relations with local governments.

GOAL 7: EXPAND VACDE MEMBERSHIP AND INCREASE FUNDING

Objectives:

1. Work with the VASWCD to encourage directors to: communicate the value of the VACDE's work to districts; to encourage membership of their employees; to pay the membership fee for their employees.
2. Provide training programs that are beneficial not only to employees but also to directors and partners, encouraging them to attend training sessions and become members.
3. Investigate how other state associations have increased membership of employees, directors and partners and how they have funded themselves and implement ideas as appropriate
4. Encourage membership of employees, directors and partners.
5. Support the VACDE Benevolence Fund through fund raising.

GOAL 8: MAINTAIN AND BUILD PARTENERSHIPS WITH ORGANIZATIONS AND AGENCIES

Objectives:

1. Maintain membership with both National (NACDEA) and Southeast (SECDEA) Conservation District Employees Associations.
2. Send a representative to the Southeast Conservation District annual meeting in Pigeon Forge, TN each year.
3. Have a representative serve on committees and participate in initiatives or programs.
4. Provide support for VASWCD Educational Foundation's annual fundraising auction.