

**Virginia Association of Conservation District Employees (VACDE)
STRATEGIC PLAN**

January 2018 thru December 2021

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 workforce of employees dedicated to the conservation of natural resources.

**GOAL 1 - PROVIDE TRAINING, PROFESSIONAL DEVELOPMENT
AND RECOGNITION OPPORTUNITIES FOR ALL EMPLOYEES**

Objectives:

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

GOAL 2 - 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. Maintain financial accountability and conduct an audit of all monetary transactions annually.
4. Develop a Strategic Plan for 2022-2025 in 2021.
5. Prepare annual plan of work and an annual report.

**GOAL 3 - DEMONSTRATE LEADERSHIP IN ADDRESSING EMPLOYEE
CONCERNS AND NEEDS**

Objectives:

1. Improve leadership of district managers by coordinating a semi-annual meeting to provide opportunities for discussion and trainings specific to district management.
2. Work with the VASWCD to encourage consistency between districts
3. Conduct annual survey with members to obtain training needs and/or issues that VACDE could assist in addressing.

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

Objectives:

1. Use VACDE listserv and VASWCD website to communicate with members.
 - a. Distribute minutes, newsletters and annual reports.
 - b. Update VACDE page on VASWCD website as needed.
2. Use interaction between Area Representatives and employees, share information and obtain feedback.
 - a. Encourage Area representatives to contact employees prior to and following quarterly VACDE board meetings.
3. Participate in VASWCD meetings and invite VASWCD members to VACDE meetings.
4. Submit quarterly reports to VASWCD.
5. Attend and participate in partner meetings and invite them to VACDE meetings 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, grants and self-generated funding.

GOAL 6 - 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. Investigate how other state associations have increased membership of employees, directors and partners and how they have funded themselves and implement ideas as appropriate
3. Encourage membership and participation in trainings of employees, directors and partners.
4. Support the VACDE Benevolence Fund through fundraising.

GOAL 7- MAINTAIN AND BUILD PARTNERSHIPS

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 VASWCD committees and participate in initiatives or programs.
4. Provide support for VASWCD Educational Foundation's annual fundraising auction.
5. Work as a liaison with DCR and NRCS to help coordinate training and certification programs.
6. Expand partnership with VCE, DOF and other traditional district partners.
7. Explore additional partnerships with non-traditional entities that are able to provide training and other opportunities for districts.