

# STRATEGIC PLAN



ALL-OHIO CHAPTER  
SOIL AND WATER  
CONSERVATION  
SOCIETY

®



**Purpose**

The All-Ohio Chapter (AOC) of the Soil and Water Conservation Society (SWCS) is a private, nonprofit (501(c)(3)) organization established for educational, scientific, and charitable purposes.

**Mission**

To promote the conservation and wise use of Ohio's land, water and related natural resources; the art and science of resource conservation; and the connection between people and natural resources

**Vision**

To be recognized as the premiere organization for soil and water professionals in Ohio

**Serving Our Members.** Provide professional development and engagement opportunities for members:

Explore potential for web-based event registration with credit card capability

Provide professional development opportunities for members

**Communication.** Expand use of technology to keep members informed:

Increase use of technology and on-line tools to communicate with members.

Develop a communication plan for effective utilization of the Chapter's new website by members.

Promote, update, and maintain the Chapter's new website.

Maintain cutting edge topical focus to annual conference

**Engaging New Professionals.** Engage the next generation of soil and water professionals with increased recruitment, learning opportunities and leadership roles:

Develop an outreach plan to promote Chapter and recruit new members

Provide and promote professional development opportunities for prospective members

Build partnerships with organizations and academic professionals and investigate opportunities for multi-organization meetings, events and conferences

Maintain the AOC College Scholarship Program and continue fundraising and awareness-building efforts, including sponsoring Envirothon

Work with Ohio Federation of Soil and Water Conservation Districts and NRCS to investigate partnering opportunities and potential new chapter membership prospects

# GOALS & SUPPORTING OBJECTIVES

Presented to AOC-SWCS Membership  
January 10, 2020

Contact: [www.ohioswcs.org](http://www.ohioswcs.org)



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