Draft of October 2016

 **A STRATEGIC PLAN FOR THE ALL-OHIO CHAPTER**

 **OF THE**

 **SOIL AND WATER CONSERVATION SOCIETY**

The All-Ohio Chapter (AOC) of the Soil and Water Conservation Society (SWCS) is a private, non-profit (501(c)(3)), scientific and educational organization having the **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.”

The **Goals** of the AOC to fulfill its Mission are to:

-Promote education regarding soil health in Ohio’s agricultural lands and improved water quality in Ohio’s waterways

-Explore creation of an Ohio-focused database for soil and water-related information and research

-Increase membership and promote increased involvement of existing members

-Distinguish AOC from other conservation organizations and identify advantages of SWCS

-Provide professional development opportunities for members and prospective members

-Encourage interest and participation in SWCS by the “next generation” of soil and water conservation professionals

The foregoing Goals will be met through achieving the following **Objectives**:

1. Provide educational opportunities for members and, if possible, interested members of the public regarding means to improve soil health and water quality through application of scientific and engineering principles embodied in both time-tested and cutting-edge research.

2. Through a dedicated committee of interested members, determine the feasibility of creating an Ohio-focused soil and water conservation-related database which would be a useful resource to members and the public and would desirably increase awareness of the AOC.

3. Increase membership through continued efforts at major conferences and events, but also initiate focused efforts at Ohio universities and soil and water conservation-related professional organizations to enlist support for AOC by influential leaders of these organizations. Make personal contacts with existing members to request that they undertake specific tasks related to implementation of this strategic plan.

4. Through a dedicated committee of interested members seek to reconstruct the history of AOC and determine if best practices from the past can be utilized to again distinguish AOC from other conservation organizations. Looking forward utilize the foregoing findings and other relevant information to formulate a brochure or like document describing the benefits of membership in the AOC.

5. Through the AOC Annual Meeting and possibly another “specialty” forum provide opportunities for professional development for members through presentation of their own research or other relevant information and through learning of and discussing relevant scientific and engineering presentations by fellow members.

6. Maintain the AOC College Scholarship Program and continue fund raising efforts to support this Program as well as other activities of the AOC. Make additional efforts to engage with AOC student organizations and other potentially interested young people.