



Bassett Creek Watershed Management

Item 4D.
BCWMC 9-15-22

September 15, 2022

Minnesota Association of Watershed Districts
595 Aldine Street
St. Paul, MN 55104

RE: Comments on draft Strategic Plan

Dear MAWD Strategic Plan Committee Members;

Thank you for the opportunity to review the draft strategic plan. This plan is a great step forward in refining and focusing MAWD's work. We appreciate the work of staff and committee members. BCWMC Commissioners and staff had an opportunity to review and comment on the draft plan. Our comments are presented below.

Please feel free to contact me at laura.jester@keystonewaters.com or 952-270-1990 with any questions.

Sincerely,

A handwritten signature in black ink that reads "Laura Jester".

Laura Jester
Administrator

Comments:

1. Throughout the document, do not interchange "MAWD" and "MW." Pick one name and use consistently.
2. Write out acronyms or have an acronyms list.
3. Better communication with watershed organizations and partnerships with state and local entities are vital. With only one staff member and difficulty in recruiting volunteers, it will be difficult for MW to achieve these goals.
4. The draft correctly suggests that meeting the goals will require more meetings with member/non-member/and other entities. Goal 1(6) solution suggests reducing the number of board and committee meetings, which would certainly make volunteer involvement more attractive. Yet Goals 2 through 5 solutions all require more personal involvement at some level.

5. Perhaps watershed organizations and MW itself could consider establishing coordination/liaison/communication positions.
6. Changing the name of the organization to “Minnesota Watersheds” seems like a good idea, and relatively easy.
7. Proposed mission statement: *To support and advocate for leaders in watershed management.* “Leaders” seems like a broad term. Consider refining to incorporate “WD and WMOs”
8. Proposed vision statement: *To establish excellence and innovation in all watershed based organizations.* This statement seems vague. Consider refining to “further the ability of Minnesota watersheds to protect and improve the quality and storage of surface waters.”
9. When finalizing goal statements consider using the “SMART” tool: Specific, Measurable, Attainable, Relevant, Time based.
10. On page 2, the list of values does not have parallel structure (some phrases start with verbs, some start with nouns). Consider rewording.
11. Goal 1: The background section indicates that a communication plan may be developed. Consider adding the development and implementation of a comprehensive communication plan as an actual tactic.
12. Goal 1, Objective 1(i): Consider rewording to “Confirm, each month, that board actions reflect the Strategic Plan.”
13. Goal 4, Objective 4: Increasing communication with members about legislatively activity is a good goal. Tactics should also include timely and useful reminders on HOW and WHEN members can engage with their legislators to augment MW’s voice on certain bills, etc. We need more information on how to help our lobbyists during and outside of the legislative session.
14. Goal 5: The background section indicates that MW should focus education efforts on “the board of managers...” Do you mean all watershed boards or just the MW Board? Please be more specific.
15. The organizational chart on page 7 is illegible. Increase the size of the graphic.
16. Is the tactics timeline table (once completed) meant to inform the number of MW staff needed to implement the plan? Or is the current staffing level assumed and their available hours will be distributed across the tactics according to priority? How will the work be prioritized? Will there be an annual work plan? This type of information might be good to include in this document.