

**Virginia Association of  
Resource Conservation and Development  
Councils**

**Strategic Plan**

**2005 through 2010**

Virginia Association of  
Resource Conservation and Development Councils

Plan for 2005 through 2010

VARCDC's Vision: Prosperous communities  
in harmony with the environment  
through the wise use of natural and human resources

VARCDC's Mission: To enhance the ability of RC&D communities  
To achieve their goals by providing  
leadership, capacity building opportunities,  
training and resources.

Goals appear in order of priority  
*Tier One - of highest importance*

- GOAL 1 Foster collaboration on strategic, regional issues with new and/or existing partnerships. This collaboration will bring synergy to our individual projects that address a common goal.
- GOAL 2 Secure adequate funding to implement goals and objectives
- GOAL 3 Raise the visibility and awareness of the RC&D program statewide by broadly reaching out to potential supporters and partners in conservation, showcasing successful RC&D projects and enhancing RC&D leadership skills

*Tier Two - of secondary importance*

- GOAL 4 Expand the RC&D Program in Virginia to have 100 % coverage of all counties and cities.
- GOAL 5 Advocate for state legislation that strengthens the sustainability of communities based on sound management of natural resources
- GOAL 6 Advocate for rural issues and bring them to the forefront.

*Tier Three - of tertiary importance*

- GOAL 7 Promote sustainable forestry that supports local economies and protects the environment for future generations
- GOAL 8 Develop organizational leadership at the local, state, and regional levels

## Goals, Objectives and Actions

**Goal 1** Foster collaboration on strategic, regional issues with new and/or existing partnerships. This collaboration will bring synergy to our individual projects that address a common goal.

**Objective A** Increase the knowledge of councils about potential partners by providing partnership opportunities

	<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1	Involve or invite partners to participate in VARCDC meetings	VARCDC Chair and Annual Meeting Training Com.	3/1/04	10/1/05
2	Get more supporting agencies involved such as Nat'I Marine Fisheries, Fish and Wildlife Service Dept. Game Inland Fisheries, Sea Grant Extension	Individual Councils	3/1/04	10/1/05
3	Make helpful contacts regarding funding or training opportunities	Council members	1/2/04	1/2/09
4	Develop relationships with partners to improve communications	Council members	10/1/04	9/30/10
5	Involve partners in Association Activities	Awards Comm. Forestry Comm. Annual Meeting Comm.	10/1/04	9/30/10

**GOAL 2. Secure adequate funding to implement goals and objectives**

**Objective A:** Develop strong relationships with local officials and legislators so they bring support to the RC&D projects that serve local citizens.

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Invite local officials to Council and VARCDC meetings to keep them involved and knowledgeable about RC&D	VARCDC Chair Council Chairs	1/1/05	6/1/10
2 Invite state and federal legislators to speak at VARC&DC meetings	VARCDC Chair	1/1/05	6/2/10
3 Encourage Councils to invite local officials and legislators to meetings and special events to involve them in projects	VARCDC Chair	1/1/05	6/1/10
4 Add discussion of individual Council's legislative activities to the VARCDC agenda	VARCDC Chair	1/1/05	6/1/10
5 Provide training on working with federal and state legislators to Councilmembers	Annual Meeting & Training Committee	6/1/05	6/30/06
6 Develop an annual Virginia RC&D fact sheet with summary of activities for legislators.	Legislative Comm. PR Committee	10/1/04	6/30/10
7 Communicate annually with each state and federal legislator to provide them with the statewide annual fact sheet and summary of activities.	Council Chairs	10/1/04	6/1/10

**Objective B:** Obtain adequate funds to implement projects

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Identify sources of funds for multi-area or statewide projects	VARCDC Delegates Coordinators, Forester	10/1/04	9/30/10
2 Write proposals to obtain multi-area or statewide projects	VARCDC Delegates Coordinators, Forester	1/1/05	9/30/10
3 Share funding opportunities with all Virginia Councils	Annual Meeting Training Com.	10/1/05	9/30/10
4 Increase the use of diverse funding sources including private foundations	Annual Meeting Training Com.	1/1/05	9/30/10

**Objective C:** Secure federal and state funds for the RC&D operational expenses

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Advocate for full federal funding of the RC&D Program	Legis. Comm. Council Chairs Council members	10/1/04	9/30/10
2 Secure state funding to support the operational needs of RC&D Councils through an existing state agency	Exec. Committee with Legislative Committee	10/1/06	9/30/10

**Objective D:** Seek appropriations from federal legislators at the level of \$ 72.2 million to fully fund the existing RC&D Councils and the pending applications  
*(This goal will be pursued without assistance from RC&D Coordinators)*

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Encourage Councils to develop a strong "at-home" relationship with federal legislators	VARCDC Legislative Com.	1/2/05	6/1/10
2 Send a delegation to the National RC&D Forum and make Capital Hill visits annually	VARCDC Legislative Com.	1/2/05	6/1/10
3 Follow NARCDC lead on federal budget tracking and make it a priority to send individual letters from Council members as requested by NARCDC	VARCDC Chair Council Chairs Council Members	1/2/05	6/1/10

**Objective E** Seek funding from state legislators to support RC&D Councils  
*(This actions will be pursued without assistance from RC&D Coordinators)*

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Determine when this effort should be resumed	VARCDC Board	10/1/04	10/1/05
2 Review and utilize methods successfully used by other states to obtain state funding for Councils	VARCDC Board	10/1/04	6/1/10
3 Determine specific request amount	VARCDC Board		
4 Develop informational packet regarding request	Legislative Com		
5 Find a champion legislator to introduce and support the bill when appropriate	Council Chairs and Legis. Com		
6 Build support at home with legislators	Council members		
7 Develop specific plan for gaining support	Legislative Com.		

**Goal 3** Raise the visibility and awareness of the RC&D program statewide by broadly reaching out to potential supporters and partners in conservation, showcasing successful RC&D projects and enhancing RC&D leadership skills

**Objective A** Initiate a public relations campaign that promotes RC&Ds and educates county officials, citizens, partners, the media and funders about how RC&D Councils benefit local communities in Virginia

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Publish Annual Success Story Summaries	PR Committee	10/1/04	9/30/10
2 Publish VARCDC Annual Reports	PR Committee	10/1/04	9/30/10
3 Publish a brochure that includes the value RC&D contributes to specific communities and rural issues addressed by RC&D	PR Committee	1/1/06	6/1/07
3 Develop Web Site for VARCDC	PR Committee	10/1/05	6/1/06
4 Publicize RC&D Award Recipients	Awards Comm.	6/1/05	9/30/10
5 Use a variety of outside judges for Awards Selection	Awards Comm.	10/1/04	9/30/10
6 Provide the media with information about the RC&Ds	PR Committee Each Council	10/1/07	12/1/08

**Objective B** Provide networking opportunities that enhance communications between councils by expanding honest and open internal communications about RC&D Councils including tools of the trade

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Host best practices exchanges that explores how good Councils function	Annual Meeting/Training Committee	10/04	10/05
2 Host discussion sessions on RC&D Lessons Learned that explore how we can learn from mistakes	Annual Meeting/Training Committee and VARCDC Chair	6/30/05	10/1/07
3 Become a clearing house for councils	Coordinators	10/1/09	9/30/10
4 Disseminate information on model RC&D projects that have multi-area applicable	New Comm.	10/1/08	9/30/10
5 Facilitate the export of successful projects	Councils	10/1/08	6/30/10

**Objective C** Provide training to enhance leadership, organizational ability and fundraising skills

	<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1	Tour projects and talk to people affected by RC&Ds	Annual Meeting/ Training Committee	10/1/04	6/30/10
2	Provide leadership training	Annual Meeting/ Training Committee	4/1/05	6/1/10
3	Provide organizational ability training	Annual Meeting/ Training Committee	4/1/06	6/30/06
4	Provide training on fundraising and how to obtain grants from a variety of sources including private foundations	Annual Meeting/ Training Comm.	4/1/07	6/30/07
5	Provide technical training on issues	Annual Meeting/ Training Comm. And Coordinators	4/1/09	6/30/09
6	Provide facilitation training	Annual Meeting/ Training Committee and Coordinators	4/1/10	6/30/10
7	Discover other Virginia Communities to broaden our horizons and gather ideas	Annual Meeting/ Training Committee Council membres	4/1/05	6/30/10

**Goal 4 Expand the RC&D Program in Virginia to have 100 % coverage of all counties and cities**

**Objective A.** Coordinate the actions of existing Councils to support South Hampton Roads Applicant Area in acquiring USDA authorization by January 1, 2006

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Contact all federal legislators in RC&D Areas in Virginia to ask them to join in the quest to gain authorization for the 8 <sup>th</sup> Council	Each Council	10/1/04	10/1/05
2 Send letters to the House Agriculture Committee in support of the authorization	VARCDC Chair and RC&D Chairs	11/1/04	11/1/05
3 Write to the Secretary of Agriculture requesting the authorization	VARCDC Chair and RC&D Chairs	11/1/04	11/1/05
4 Pursue legislative support for full funding of the RC&D program in 2006	VARCDC Chair And RC&D Chairs	6/1/05	9/30/08

**Objective B.** Promote RC&D in localities that that have not developed an RC&D

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Deliver presentations upon request to interested parties	VARCDC Chair and Delegates in proximity to interested locales	10/1/04	9/30/10
2 When funding becomes available market RC&D to potential localities	VARCDC Chair and Delegates Coordinators	10/1/05	9/30/10

**GOAL 5 Advocate for state legislation that strengthens the sustainability of communities based on sound management of natural resources**

**Objective A** Track major annual state legislative initiatives related to natural resource policy and initiate communications as needed

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Keep abreast of major annual state initiatives regarding natural resource policy	VARCDC Board	1/1/05	9/1/10
2 Send letters of support or opposition to appropriate legislators as necessary regarding those policy initiatives	VARCDC Board	1/1/05	9/1/10
3 Support efforts on an individual Council basis to introduce legislation related to natural resource use at the state or local level	VARCDC Board	1/1/05	9/1/10

**GOAL 6 Advocate for rural issues and bring them to the forefront.**

**Objective A: Support the Virginia Rural Development Council Effort**

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Have an RC&D council member serve on the Virginia Rural Development Council.	Jeff Neal Jerry Walker Jerry Davis	10/1/04	6/1/10
2 Advocate locally for participation in the Va. Rural Development Council	Council Chairs	1/1/05	6/1/10

**Objective B: Participate in the Virginia Water Policy Process**

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Attend local meetings regarding water policy development and report to Executive Board	Council Chairs	02/1/04	6/1/10
2 Advocate for a consolidated "Water Action Agency" to allocate water in crisis situations.	Council Chairs, VARCDC Committee	12/1/04	6/1/10
3 Advocate for a consolidated "Water Action Agency to improve water quality through elimination of roadside trash and cleanup of illegal trash dumps.	Council Chairs, VARCDC Committee	6/1/05	6/1/10
4 Schedule updates on the development of the policy at Board meetings	VARCDC Chair	1/1/05	6/1/10
5 Be prepared to communicate with state legislators regarding a Virginia Water Policy.	VARCDC Board members	10/1/06	5/1/07

**Objective C: Develop statewide strategies that address key rural issues that RC&D Councils are committed to**

<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1 Identify and prioritize statewide rural issues that have commonality among the RC&D Councils.	VARCDC Exec. Board	10/1/04	6/1/05
2 Develop strategies or projects to address statewide rural issues that the VARCDC will pursue.	VARCDC Exec. Board	02/1/05	6/1/05

**Goal 7 Promote sustainable forestry that supports local economies and protects the environment for future generations**

**Objective A Support the work of the RC&D forester(s)**

	<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1	Provide input to the work plans of the RC&D forester	Forestry Comm.	10/1/04	9/30/10
2	Encourage NRCS and VDOF to fully fund a second full time RC&D forester position	Forestry Comm.	10/1/04	9/30/10
3	Assist RC&D Foresters in completing forestry projects and activities	Forestry Comm.	10/1/04	9/30/10

**Objective B The Committee will coordinate forestry projects that have statewide impact or potential involvement from multiple RC&D Councils.**

	<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1	Keep up-to-date with the state-wide wood waste study and help distribute the results of the study	Forestry Comm.	10/1/04	9/30/10
2	Coordinate Firewise project activities among all RC&D Councils	Forestry Comm.	10/1/04	9/30/10
3	Assist VDOF with the Firewise Virginia Program	Forestry Comm.	10/1/04	9/30/10
4	Explore funding opportunities to fund fuel reduction work in woodland communities across the state	Forestry Com	10/1/04	9/30/10

**Objective C Establish a communication network for the RC&D Councils interested in forestry issues to track new forestry happenings, exchange ideas and share successful projects among the RC&D Councils in Virginia**

	<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1	Host teleconference to exchange information on current forestry issues across RC&D boundaries	Forestry Comm. RC&D Forester	10/1/04	9/30/10
2	Track current forestry issues such as environmental concerns, county or state forestry ordinances or industry changes	Forestry Committee Members	10/1/04	9/30/10
3	Provide updates to Councils on current forestry issues	Forestry Comm.	10/1/04	9/30/10
4	Report forestry issues at VARCDC meetings	Forestry Comm.	10/1/04	9/30/10

**Goal 8 Develop organizational leadership at the local, state, and regional levels**

**Objective A Provide leadership opportunities to Virginia RC&D Councils**

	<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1	Host 5 annual VARCDC meetings that provides capacity building opportunities through networking and training	Annual Meeting and Training Committee	10/1/04	6/30/10
2	Obtain Corporate Status for VARCDC	VARCDC Chair	6/30/04	12/13/04
3	Obtain 501c3 Status for VARCDC	VARCC Chair and Executive Com.	10/1/04	6/1/05

**Objective B Encourage greater grass roots involvement by citizens.**

	<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1	Provide Public Participation Training to Councils	Annual Meeting and Training Comm.	10/1/04	10/1/10
2				

**Objective C Provide leadership to the Southeast Region**

	<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1	Send a delegation to SE Assoc. of RC&D Councils Annual Meeting and Board Meetings	VARCDC Chair and Council Chairs	10/1/04	10/1/10
2	Seek leadership positions on the Southeast Assoc. of RC&D Councils such as an officer role(i.e. treasurer)	VARCDC Chair and Board	10/1/04	6/30/10
3	Request the SEARCDC to provide more leadership opportunities by adopting term limits for officers	Executive Com.	10/1/04	10/1/08
4	Host the SEARC&DC Annual Meeting in Virginia in fall of 2008	VARCDC Chair and Councils	10/1/05	10/1/09

**Objective D. Develop and effectively use a five-year plan of operations**

	<i>Action Item</i>	<i>Who</i>	<i>Begin</i>	<i>End</i>
1	Annually review the plan to monitor accomplishments and plan upcoming work	VARCDC Chair, Board and Committee Chairs	10/1 /05	10/1/09
2	Evaluate effectiveness of plan	Executive Comm.	10/1/08	6/1/08
3	Develop a new 5 yr plan	Executive Committee	1/1/10	6/30/10

This plan was approved by the VARC&DC Executive Committee during a teleconference meeting on March 30, 2005.

---

John H. "Jerry" Walker, III, Chairperson

---

Date

**Insert latest list and contact information for the RC&D Councils. Print this on the inside cover of the back page.**