

The Watershed Center Grand Traverse Bay

2018-2020 Strategic Plan

Mission: The Watershed Center advocates for clean water in Grand Traverse Bay and acts to protect and preserve its watershed.

Areas of Focus	Advocacy and Outreach	On-the-Ground	Financial Stability and Sustainability	Organizational Excellence
<p>Three-Year Goals</p> <p>To be evaluated and reviewed annually</p> <p>Board Approved 7/12/17</p>	<p>1. Continue to provide technical assistance to local units of government to improve ordinances and master plans.</p> <p>2. Develop a strategy to provide services to guide development in environmentally sensitive areas.</p> <p>3. Continue to develop and refine a monitoring and evaluation system and approach for proactive and reactive water quality concerns that is responsive to citizens and prioritizes threats to the watershed.</p>	<p>4. Partner with local units of government and landowners who are ready to implement green infrastructure, stream restoration, and other stormwater management projects that reduce sediments and nutrients from entering the bay.</p> <p>5. Develop and deepen community relationships that will drive new projects that improve water quality.</p> <p>6. Sustain and evaluate monitoring activities to assess the need for and impact of on-the-ground projects.</p>	<p>7. Develop a fundraising strategy and implement high-impact activities in support of funding needs and goals.</p> <p>8. Grow and deepen relationships with individual donors and private foundations to increase private giving.</p> <p>9. Continue to apply for public grants and diversify sources of public funding.</p>	<p>10. Develop a volunteer strategy to connect with people and businesses in support of core programs.</p> <p>11. Develop and implement an engagement, communications, and marketing strategy.</p> <p>12. Continue to recruit, orient, and support the growth of committed members of the board of directors.</p> <p>13. Continue to attract, hire, retain, and support the growth of a talented professional staff.</p> <p>14. Continue to cultivate a culture of innovation and learning by evaluating the success and impact of programs and activities.</p>
<p>The scientifically-based Grand Traverse Bay Watershed Protection Plan guides The Watershed Center's programs and decision-making about activities and investments of time and resources.</p>				
<p>Measure</p>	<p>Number of local municipal plans and ordinances with water quality protection elements</p>	<p>Number and types of high-impact projects (project status over time)</p>	<p>Increased private donations</p>	<p>Developed volunteer strategy, including measurements of success</p>
	<p>Developed service strategy for development, including measurements of success</p>	<p>Number of communities engaged in high-impact projects (project status over time)</p>	<p>Number of private donors and increased average size of gifts</p>	<p>Developed engagement, communications, and marketing strategy, including measurements of success</p>
	<p>Number of citizens engaged in advocacy</p>	<p>Enhanced strategy for monitoring activities, including measurements of success</p>	<p>Number and diversity of successful grant applications</p>	<p>Board/staff recruitment, retention, and self and peer performance evaluation</p> <p>Explored long-term and systems-based roles in key regional collaborations</p>
<p>Not Yet Started</p>		<p>On Track to Complete</p>	<p>Behind Schedule</p>	<p>Critical Issue to Address</p>