NOWC Strategic Plan FY 2024-2026

July 1, 2023 - June 30, 2026

Misson: The Network of Oregon Watershed Councils supports the work of watershed councils by increasing council capacity, representing councils with key partners and funders, and convening council staff and board members to learn from each other.

NOWC Goals (our desired condition)

- 1. NOWC is known and trusted by watershed council staff and boards
- 2. NOWC provides consistent, high-quality information, resources and services that add value, encourage efficiency and best practices among watershed councils
- 3. NOWC effectively represents the mission of watershed councils to local, state/federal agencies, organizations, and elected officials
- 4. Watershed Council staff and board members participate and lend expertise to the NOWC Board and leadership committees
- **5.** The longevity of the organization and its operations are guaranteed through financial resilience, consistent staffing, continuity of programs, and a functional board of directors
- 6. NOWC retains professional and productive employees through competitive compensation and benefits, and a safe, inclusive, and comfortable workplace
 Assessment Plan: Progress on these objectives and strategies will be measured quarterly through regional member meetings, and annually through a member satisfaction survey.

Aligned with Goal	Program Deliverables	Priority Levels:			Committees: MSC = Member Services; BDC = Busines: Development; GRC = Government Relations	
1 2 3 4 5 6		High	Med	Low	Led by	Supported by
	Objective 1: Support watershed council organizational development (board	l support, cod	ordinator sup	port)		
	Strategies:					
	A. Reach out to/onboard new WC Coordinators/Executive Directors			NOWC ED	Board	
	B. Assist individual WCs with organizational/logistic issues, according to needs	s/requests			NOWC ED	Board
	Conduct or partner to offer training on DEI, leadership development, and fundraising for staff and boards.			MSC	NOWC ED	
	D. Provide and maintain a statewide jobs board through the OrCP	Provide and maintain a statewide jobs board through the OrCP			NOWC ED	MSC
	E. Disseminate tools/guides on board and organizational best practices.	nate tools/guides on board and organizational best practices.				NOWC ED
	F. Provide new coordinators' handbook; provide training specific to new coordinates and the coordinates are considered as the coordinates are coordinates.	nators at remote	and/or confere	ence events	MSC	NOWC ED
	G. Establish formalized mentoring structure between experienced and newer of	ouncil coordina	tors		MSC	NOWC ED
	Objective 2: Provide and maintain a resource hub for information relevinformation, templates, expertise)	vant to wate	ershed cou	ncils		
	Strategies:					
	A. Provide and maintain a useful website, including a member facing page tha easily accessible (i.e. a tag system) for the template library, resources/benefits				NOWC ED	MSC
	B. Provide regular webinars through the "NOWC Insider" series and the OrCP, website	Maintain links t	o the recording	s on the NOWO	MSC	NOWC ED

Coordinators / Executive Directors and staff Coordinators / Executi			
E. Provide and maintain email listservs for all Coordinators/Directors, also grouped by regions Dispective 3: Effectively connect watershed councils with one another Strategies: C. C. organize and coordinate four affinity groups on technical inche topics through the OrCP D. Hold remote quarterly metaling and maintain a Google group for Coordinators/Directors to connect with one another D. Hold remote quarterly metaling and maintain a Google group for WC Board members; forum for staff members E. Provide and maintain email listservs for all Coordinators/Directors also grouped by regions MSC. NOWCED NO		NOWC ED	Exec Cmte
E. Provide a vetted list of professionals who provide services outside of NOWC's purview (i.e. interim directors, bookkeepers, accountants, website developers, staditators, strategie plan consultants, contractors, etc.) Objective 3: Effectively connect watershed councils with one another Strategies: A. Co-sponsor the blennial OrCP CONNECT+ conference; participate in the planning for technical, administrative, leadership and DEI sessions; coordinate on-site WC meetings and events B. Organize and coordinate on-site WC meetings and events Coordinators / Executive Directors and Staff B. Organize "Watershed Management Camp", a biennial in-person networking and educational event for watershed Coordinators / Executive Directors and staff D. Hold remote quarterly meetings with each of six regions; send brief regional reports after each NOWC Board meeting Board NOWCED D. Forwide and maintain a Google group for Coordinators/Directors to connect with one another NOWCED MSC D. Forwide and maintain a Google group for Coordinators/Directors to connect with one another NOWCED MSC C. Corganize "Watershed Watershed Council organizational, education and outreach endeavors Strategies: Add value to watershed council organizational, education and outreach endeavors Strategies: A. Provide an annual NOWC newsletter B. Produce an annual proprt: NOWC's impact + WCs impact D. A. Arrange organizational discounts/group rates for relevant expert services (i.e. bookkeeping, tax prep, financial reviewlaudi, legal counsel, insurance, software) E. Coordinate and promote communications/media support from Gard Communication, through the OrCP NOWCED Exec Cmte D. Provide and maintain a statewide jobs board through the OrCP NOWCED Exec Cmte		Board	NOWC FD
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	B. Identify and select WCs to host annual legislative tours that showcase state tours	wide projects a	nd concerns; pla	an and facilitate	NOWC ED	GRC		
	C. Meet with state legislators; work to proactively draft bills before they reach committees			NOWC ED	GRC			
	D. Recommend reps to statewide RACs and other advisory groups as necessary.			NOWC ED	GRC			
	E. Track legislation, provide testimony on relevant issues, report back to council.	,			NOWC ED	GRC		
	F. Organize WCs and provide verbal and written testimony to the OWEB Board			NOWC ED	GRC			
	I. Advocate to OWEB for the need to add capacity support for specific high-performing watershed councils that are not currently				Cito			
	eligible.	ga.e.e			NOWC ED	GRC		
	H Monitor commissions and agencies (i.e. ODEW ODE RIM NOAA fisheries) for issues and notential actions to comment			GRC	NOWC ED			
Aligned with Goal	Oursell-stiered Ousseth	F	Priority Levels:			Committees: MSC = Member Services; BDC = Business Development: GRC = Government Relations		
1 2 3 4 5 6	Organizational Growth	High	Med	Low	Led by	Supported by		
	Objective 1:				<u> </u>			
	Leadership Development: Expand the NOWC Board and C time/expertise, and/or identify as a member of an underre					o contribute		
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F. Advocate to OWEB for the need for additional capacity support for NOWC staff salaries	Exec Cmte	BDC
Objective 3: Ensure that NOWC is advancing according to this Strategic plan, effectively serving watershed	d councils	
Strategies:		
A. Conduct review of strategic plan	Exec Cmte	NOWC ED
B. Establish firm structure/calendar for admin tasks/long-range planning based on this strategic plan; develop an operations manual (companion document to the Bylaws; how decisions are made and work happens)	NOWC ED	Exec Cmte
C. Conduct thorough staff evaluations/self evaluations.	Exec Cmte	NOWC ED
D. Annually review salary/benefits package to ensure comparable/competitive with similar organizations.	Exec Cmte	NOWC ED
E. Survey WCs to assess satisfaction with NOWC services, inventory emerging needs; review and incorporate feedback into strategic plan, committee charters, ED work plan as appropriate.	Exec Cmte	NOWC ED
F. Reach out to other, similar statewide watershed council organizations to explore their approach and practices.	NOWC ED	Exec Cmte
G. Appoint the Executive Director position at a full FTE to engage and retain qualified organizational leadership	Exec Cmte	Board

Assessment Plan: Progress on these objectives and strategies will be measured quarterly through regional member meetings, and annually through a member satisfaction survey.