

Kansas Water Congress

WORKING DRAFT STRATEGIC PLAN

MISSION STATEMENT:

Advocate for the wise development, management and stewardship of the water resources of Kansas to benefit present and future generations by providing a forum for membership access to a powerful combination of education, premier events, networking and professional development opportunities to reach consensus and provide leadership on the water issues facing Kansas.

ADVOCACY

- Establish annual KWC legislative, regulatory and funding priorities in association with members' specific priorities. Develop a written Advocacy Action Plan for each priority in association with Leadership meetings. (*NOTE: This will require setting true priorities for KWC, not just listing each members wish list. Additionally, Action Plans will need to be sufficiently flexible to react to Legislative and Administrative priorities through the State Affairs committee. Action Plans will need to be updated regularly.*)
 - With State Affairs Committee, develop member education/information materials to help coordinate implementation of KWC Advocacy Action Plans
- Continue to establish KWC as the voice of non-partisan, Kansas water policy
- Enhance KWC relationships with key state members of the Legislature and state and agency personnel with particular focus on Legislative leadership, their appointees to special water committees, including the Kansas Water Authority, with special emphasis on members' legislator offices
- Enhance KWC relationships with state and other key Congressional members, Congressional staff and federal agency personnel with particular focus on Congressional leadership and Western US members' offices, working through the NWRA resources and federal agencies such as the U. S. Bureau of Reclamation (USBR), the United States Army Corps of Engineers (ACOE), USF&WS, National Resource Conservation Service (NRCS) and the Environmental Protection Agency (EPA)
- Annually develop a list of key Kansas statehouse and Administration resources and contacts
- Expand involvement of representatives of member organizations and their lobbying resources in legislative and administrative advocacy to improve efficacy of KWC lobbying

- Continue coordination and joint advocacy efforts with other organizations on legislative and regulatory concerns of mutual interest
 - Report joint signature letters to members
- Ensure timely action on judicial and administrative appellate developments potentially impacting KWC members
- Broaden KWC issue expertise and resources on topics such as:
 - Groundwater management, development and water banking
 - Conjunctive surface and groundwater use
 - Securing Interstate Water Supplies
 - Water Transportation Activities Development
 - Brackish water desalination and waste water reuse
 - Improving uses and benefits of federal ACOE and Reclamation infrastructure

POLICY

- Review policies to ensure positions and adequate direction on all topics of priority to KWC and alignment with Advocacy Action Plans
- Draw clear connection between Advocacy Action Plan and KWC policies
- Develop next Strategic Plan to explicitly align strategic goals with KWC policies
- Establish a maximum five-year review schedule of all policies ensuring they effectively communicate KWC positions and provide staff with clear direction, permitting collaboration and realistic outcomes.
- Coordinate with State Affairs committee to harmonize member policies and legislative and regulatory positions with KWC policies and Advocacy Action Plan

KANSAS WATER CONGRESS FUNDING/MANAGEMENT

- Develop two-year KWC budget, with contingencies; ensure alignment of budget with Strategic Plan
 - Develop more diversified revenue sources (e.g., organization recruitment, open membership recruitment, caucus development, sponsorship, exhibits, advertising)
 - Expand meeting sponsorships and exhibitor registration to offset 10% of member registration expense by annual meeting 2020
- Adopt upcoming annual Goals and Objectives for the Association at each summer meeting.

- Conduct annual review of Executive Director based on success on achieving annual Goals and Objectives, Advocacy Action Plans, fiscal and overall organizational performance
- Establish a clear path for securing Kansas membership and representation on the NWRA Board and participation in the NWRA federal affairs committee.
 - Develop criteria for securing informed representation of KWC policies and Kansas issues on Capitol Hill.
- Continue growth in meeting attendance:
 - Increase involvement of state affairs committee and membership to assist with conference agenda development.
 - Review meeting venues and associated costs; is the cost of travel and accommodations encouraging attendance?
 - Evaluate registration pricing thresholds and attendance incentives for first time attendees and entities that increase attendance and other targeted incentives, including inducements for involvement of young professionals.
 - Expand meeting sponsorships and exhibitor registration to offset 10% of member registration expense by summer meeting 2020
 - Move meetings around areas of the state to allow for shared travel savings among membership

MEMBERSHIP/STRUCTURE

- Maintain KWC as a mainly membership organization:
 - Retain existing members and committees/caucuses
 - Secure maximum possible membership of Kansas water interest individuals and organizations
 - Create/recruit new committees/caucuses that are consistent with KWC Goals and Objectives and Advocacy Action Plans
 - Recruit membership in unrepresented sectors of Kansas water management and economy.
 - Market KWC to persons who have interests aligned with KWC
- Establish new-veteran Director mentorship program to aid in new Director orientation, ensure best governance practices, and to create meaningful Director service
- Review Board membership and structure with a recommendation to full Board of member engagement of board by summer meeting 2018 (size, composition, etc.)
- Succession planning – recruit younger members of the water community to participate in KWC and serve on the Board and KWC committees with a goal of ensuring continuity and increasing diversity of the organization and its leadership;
 - Create a Young Professionals development program

COMMUNICATIONS

- Establish an effective process for membership communication and engagement on issues/positions that balances content with information overload
 - Initiate regular communication of priorities, action alerts, objectives, and progress to membership
 - Conduct survey of membership to determine best communications practices
- Involve member associations and committees to improve membership communications with a goal of increasing total KWC participation and involvement by 10% annually as measured by conference attendance.
- Establish culture of timely membership involvement in review, feedback, comment, and support to KWC and appropriate legislative and regulatory entities on KWC's Advocacy Action Plans
 - Establish communication between KWC staff, board, membership and other key water advocacy organizations and their lobbyists to coordinate advocacy efforts
 - With State Affairs Committee, explore new media for member and public education

STATE AFFAIRS

- Appoint/recruit at least one State Affairs Committee member from each member organization and water sector
 - Develop state affairs strategies to support KWC annual goals and objectives and Advocacy Action Plans
- Develop specific State Affairs sessions and trainings for members in conjunction with KWC conferences

FEDERAL AFFAIRS

- Appoint/recruit at least one SA Committee member from each member organization or water sector
 - Develop Federal Affairs strategies to support KWC priorities and Advocacy Action Plans
 - Maintain state membership for Kansas on the board of the NWRA and active involvement in their federal affairs committee for voice and partnerships to benefit KWC priorities and Advocacy Action Plans
- Develop specific Federal Affairs sessions and trainings for members in conjunction with KWC conferences