



International **Erosion Control** Association

IECA's Long Range Plan

Vision - Be the global resource for people who share a common concern for the prevention and control of erosion.

Mission - IECA connects, educates and develops the worldwide erosion and sediment control community.

IECA strives to provide value to our members, partners and the public through:

Goal #1

Positioning members for success.

Objectives

- A. Ensure that all volunteer leaders receive training to help them fulfill their leadership role.

Strategies

- 1) Develop a core leadership program.
- 2) Develop a Board of Directors leadership program.
- 3) Develop a Chapter leaders leadership program.
- 4) Develop an Ambassador leadership program.

- B. Grow IECA's volunteer base by 20% in 3 years (by 2010).

Strategies

- 1) Keep IECA's web site current to fully outline all IECA opportunities available to members.
- 2) Formalize the volunteer handbook.
- 3) Identify programs where volunteer assistance can supplement resources.
- 4) Develop strategies to solicit and engage volunteers from diverse member segments.

- C. Evaluate and enhance opportunities available through the Association to help members successfully compete in the global economy.

Strategies

- 1) Identify relationships that facilitate member participation at local levels.
 - i. Identify strategies that Chapters can employ to increase member awareness and access to local business opportunities.
- 2) Identify and pursue viable development strategies in areas outside the United States that benefit members.

Goal #2

Enhancing members' professional knowledge at each career stage through technical information exchange, facilitation of research opportunities and encouraging diversity in professional development.

Objectives

A. Enhance the exchange and delivery of technical information.

Strategies

- 1) Develop and evaluate diverse delivery methods for technical information.
 - a. Develop and implement a peer-reviewed publication.
 - b. Develop a web-based training curriculum.
 - c. Develop and nurture education-based forums.
 - d. Offer and test diverse educational formats at Environmental Connection.
 - 2) Classify technical information to facilitate professional development.
 - a. Work with the Professional Development and Technology Sections Committees to define, evaluate and categorize technical levels and tracks for relevant technical information.
 - b. Develop and implement an "IECA Trained" curriculum.
- B. Develop plans for cooperation with other industries, organizations and institutions to address the profession's technical issues.

Strategies

- 1) Identify the top technical issues within the IECA community.
 - a. Conduct and analyze trends from regular needs assessment surveys and course evaluation surveys.
 - b. Create an online technical issues form to solicit technical needs ideas, promote and monitor regularly.
 - 2) Identify appropriate groups to cooperate with IECA to best address the top technical issues.
 - a. Conduct and analyze results from surveys, focus groups and other member feedback.
 - b. Support an active Standards and Practices Committee to cooperate with ASTM in the development of standards.
 - i. Establish key contact relationships between ASTM committees, IECA committees and a staff liaison and develop a process to maintain and grow relationship.
 - ii. Establish a process to receive and publish relevant standards information.
 - iii. Include a request form on IECA's Standards web site page to solicit new ideas for standards, promote and monitor regularly.
- C. Define IECA's role in research development.

Strategies

- 1) Identify the profession's top research needs.
 - i. Contact related organizations, universities and other facilities to gain feedback.

- ii. Create an online form to solicit research ideas, promote and monitor regularly.
- 2) Identify appropriate groups to cooperate with IECA to best address research needs and establish specific goals and processes for each relationship.

Goal #3

Promoting the work of its members and recognizing their contributions to society.

Objectives

- A. Increase awareness of the value of IECA and its members through an external (non-members) public relations plan.

Strategies

- 1) Identify target audiences.
- 2) Explore the feasibility of a broader distribution of IECA features, specifically member spotlights from *News To Use* and *Environmental Connection*.
- 3) Continue sending press releases on a regular basis.
- 4) Work on a way to make photos more accessible to media via the web.

- B. Increase awareness of the value of IECA and its members through an internal (members) public relations plan.

Strategies

- 1) Identify and implement strategies to educate members about ways to gain value from their membership.
- 2) Define the “value of IECA.”
- 3) Identify target audiences.

- C. Obtain current market and cost benefit data to establish a baseline for identifying future needs and trends.

Strategies

- 1) Articulate the global value of market and cost benefit data to increase awareness of the beneficial impacts of these projects.
- 2) Work with the Market Study Task Force to implement the market study, analyze results, identify trends and establish a timeframe for updating the study on a regular basis.
- 3) Support an active Economic Research Committee and work with them to identify tasks for obtaining cost benefit data.
 - a. Recruit more volunteers for the Economic Research Committee.
 - b. Task the Economic Research Committee to establish a model or formula to gather geographically-specific cost-benefit data to develop parameters that are feasible and measurable.

- D. Leverage members’ exposure by growing and nurturing partnerships and coalitions.

Strategies

- 1) Identify, maintain and grow department-specific partners and articulate the value and goals of each.
- 2) Incorporate elements of 3A campaign into partner strategies as opportunities arise.
- 3) Establish partner recognition strategies for each department as appropriate.

Goal #4

Managing the Association with a solid foundation of resources that sustains our mission.

Objectives

A. Increase membership by at least 10% annually.

Strategies

1) Evaluate and maintain the Membership three-year plan.

a. Define roles with membership recruitment and retention between IECA and its Chapters.

2) Build focused online communities.

B. Identify and implement value-building strategies for Chapters.

Strategies

1) Clearly define the relationship between IECA and its Chapters.

a. Revise the Chapter Charter agreement.

2) Develop and implement strategies and programs that increase Chapters' efficiency with business operations.

a. Enhance Chapter Leader Resource Center.

b. Enhance and expand array of business services.

c. Revise *Partners for Excellence* Chapter awards program.

d. Produce and deliver issues of *Chapter Leader News* as needed.

3) Help assure Chapters' fiscal and legal viability.

a. Ensure Chapter compliance with annual financial requirements.

i. Obtain annual financial reports for each Chapter.

b. Develop guidelines for risk management protection.

C. Develop outside funding strategies.

Strategies

1) Support an active Foundation Committee and work with them to identify diverse sources of funding that sustain committee goals.

a. Identify and prioritize grantable projects.

2) Establish specific goals for a fundraising program and research fundraising options.

D. Evaluate IECA's business plan and maximize IECA's business efficiency.

Strategies

1) Create a business plan that includes provisions for measuring future profitability goals.

2) Establish an annual budget that includes a predetermined level of net income.

a. Compare IECA's basic revenue/expense/net income with other like associations annually.

b. Identify a realistic income percentage based on history and comparisons with other associations annually.

3) Implement a comprehensive program and process assessment.

a. Implement a comprehensive web site re-design.

b. Implement a database conversion.

c. Enhance and promote periphery internal revenue-generating programs.

i. Advertising & Sponsorship

ii. Products & Services Directory

iii. Classifieds/Career Center

Goal #5

Representing the interests of members to government leaders.

Objectives

- A. Establish and maintain knowledge of member interests.

Strategies

- 1) Task the Government Relations Committee to identify member interests, compile and prioritize the interests and recommend an action plan.
- 2) Incorporate Chapter representatives into the Government Relations Committee.
- 3) Grow opportunities to facilitate communication between the Government Relations Committee and the IECA membership.

- B. Establish and maintain a network of government connections to further the interests of members.

Strategies

- 1) Work with Government Relations Committee to develop and maintain a list of government offices with relevance to member interests.
- 2) Create effective ways for Chapters and other member groups to communicate with government offices.
- 3) Develop policy papers on relevant topics.

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