

## MACD & SWCDM MERGER – Proposed Strategic Framework

*The Strategic Framework is a broad-scope tool to be used as a visual representation of what the merged organization will look like and will serve as a guide for future detailed strategic planning*

**PURPOSE:** The purpose of the Montana Association of Conservation Districts is to support and develop the capacity of local conservation districts for the good of our state’s natural resources and economy. With our members and partners, we will establish conservation districts as the lead voice for locally led natural resource conservation in Montana.

**VISION:** We envision a statewide community of high-functioning and high-performing conservation districts operating with one, unified voice.

**MISSION STATEMENT:** To support Montana’s conservation districts in promoting and maintaining a landscape where soil, water, and other natural resources are conserved and utilized for the benefit of all Montanans in cooperation with landowners, state and federal agencies, and other partners.

**CORE VALUES:**

- *Accountability:* We are accountable to the requests and needs of our membership.
- *Capacity:* We prioritize activity that will directly build the capacity of conservation districts.
- *Communication:* We provide transparent and open communications to better create an engaged and empowered membership

<b>Objectives: High Level Goals &amp; Efforts</b>			
<i>Advocacy &amp; Outreach</i>	<i>Resource Development</i>	<i>District Relationships</i>	<i>Conservation Education &amp; Support</i>
MACD engages in efforts that build public and private awareness and support for the role and efforts of local conservation districts.	MACD directly supports development of the financial, technical, and human resources necessary to ensure high-quality district administration and performance.	MACD engages Districts, facilitates opportunities, and develops tools designed to support project collaboration and peer learning.	MACD provides direct conservation education and program management to support conservation districts & partners in meeting their mission.
<b>Strategies: Broad Approaches to Meeting Objectives</b>			
<ul style="list-style-type: none"> <li>• General Outreach &amp; Communications</li> <li>• Legislative Outreach &amp; Communication</li> <li>• Partner Outreach &amp; Communication</li> <li>• Community Outreach &amp; Communication</li> <li>• Facilitate Policy Development</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Revenue Streams</li> <li>• Leverage &amp; Coordinate Funding Opportunities</li> <li>• Technology and Administrative Support</li> <li>• Supervisor &amp; Employee Professional Development</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholder Convening</li> <li>• Regional Conservation Planning</li> <li>• District Outreach &amp; Engagement</li> <li>• Peer-Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation Workshops</li> <li>• Conservation Research</li> <li>• Conservation Project Cost-Share</li> <li>• CD &amp; Partner Program Support &amp; Promotion</li> </ul>
<b>Activities: Specific Examples of Strategies</b>			
<ul style="list-style-type: none"> <li>• The Montana Conservationist Newsletter *</li> <li>• Social Media</li> <li>• Stakeholder Presentations</li> <li>• Community Presentations</li> <li>• Legislation Coordination &amp; Advocacy</li> <li>• Legislative Meet &amp; Greet</li> <li>• Resolutions Process</li> <li>• Standing Committees</li> </ul>	<ul style="list-style-type: none"> <li>• Technology Assistance Program *</li> <li>• Leadership Training</li> <li>• Education Standing Committee</li> <li>• Supervisor Summit</li> <li>• MT Conservation Menu *</li> <li>• Big Sky Watershed Corps *</li> <li>• DNRC &amp; NRCS Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Annual MACD Convention</li> <li>• Area Meetings</li> <li>• Area Director Outreach</li> <li>• District Dispatch Newsletter</li> <li>• Sage Grouse Initiative Program *</li> <li>• Employee Organization Support</li> <li>• Admin Listserv and Forum</li> </ul>	<ul style="list-style-type: none"> <li>• Rolling Rivers Trailer *</li> <li>• Soil Health Workshops *</li> <li>• Bridger Plant Materials Center *</li> <li>• Ranching for Rivers Cost-Share *</li> <li>• Education &amp; Outreach Mini Grants *</li> <li>• MT Conservation Partnership Initiative *</li> </ul>

\* Current programs managed by SWCDM. Visit [www.swcdm.org](http://www.swcdm.org) to learn more or contact our office! ([stephanie@macdnet.org](mailto:stephanie@macdnet.org) / (406) 443 – 5711)