

July BOD Update

Today's review –

- Re-cap of work to date
- Review of potential Strategic Themes
 - *Review for clarification only; discussion will occur at August workshop*
- Way forward
 - *Zoom workshop scheduled for August xx,*
 - *Discussion on themes, BOD vote on which become strategic plan.*
 - *Sept BOD meeting to address SP metrics and management process.*

Committee Members

- Jim Branch
- Jerry Hanley
- Jeff Randa
- Bruce Williams

July BOD Update : Work to date

Committee developed a list of potential Themes for Strategic Plan, based on..

- Survey of BOD, Adv Board, Committee Chairs
 - *Focused on PWV Weaknesses and Opportunities*
 - *Organized by 6 areas of current PWV mission.*
 - *41 responses, 257 comments*
- Review of prior work from 2014 and 2018 to identify strategic themes.
- Review with USFS to identify new opportunities.

July BOD Update : Work to date

Based on above, developed PWV Strategic Planning Themes document which includes...

- *Weakness or Opportunity Theme*
- *Comments from Survey respondents*
- *Possible/example Actions*
- *Comments from Direct Stakeholders*

July BOD Update: Themes from survey

Recruit

- *There are concerns from members regarding a **lack of diversity** within the current membership. Members expressed the need to improve diversity in the area of age, interests and ethnicity.*

Retain

- *Many members expressed concerns about PWV's **attrition**. Often attrition was linked to a lack of engagement and social opportunities to provide members with the opportunity for making meaningful and sustainable contacts. In terms of opportunities several suggestions were made to increase social opportunities for making contacts with other members.*

Train

- *Survey comments encouraged more training and focused in three areas:*
 - ***Leadership** (Board and Committee Chairs)*
 - *General and **basic member skills**, and post Spring Training for new recruits*
 - ***Integration of training and social activities***

July BOD Update: Themes from survey

Field

- While expressed in a number of different ways, there is some concern about the **proper balance of PWV focus on various field related activities** (restoration, patrolling, trailhead hosting, stock).

Support / Admin

- PWV has done exceedingly well managing the budget, however currently there is a **lack of defined income and funding goals**. Opportunities include developing a longer-term fund-raising strategy with goals including longer term views such as 1 - 5 year fundraising goals.
- USFS proposal: As result of an Environmental Assessment at the Lady Moon area near Red Feathers USFS has asked if PWV would like to assist with **design of new trails near Lady Moon**.
- Consider **increasing subsidizing of training, communication devices, uniforms**. Make more funds available for supplementing member equipment (Spots, uniforms, etc)

July BOD Update: Themes from survey

Educate:

- *There is no formal, coordinated and planned effort to manage the PWV message in order to support recruiting and fundraising, and to help educate the community on issues around our public trails and understanding available PWV resources.*
- *There is a lack of an ongoing process to engage with local businesses.*

Other:

- *Consider some form of interaction/activities with other/similar organizations to both learn from others and share PWV best practices. Export our organizational model. Help other similar organizations get started around the region / country.*

July BOD Update: Way Forward

- All – Review PWV Strategic Planning Themes V7b prior to Workshop
- Attend Zoom Strategic Planning Workshop on Aug xx.
- Workshop will include
 - *Discussion of Strategic Themes and Actions*
 - *BOD will vote on which Themes will be included in Strategic Planning.*
 - *Establish Owners and Board Sponsors of SP themes*
 - *Discussion of Strategic Plan process for periodic BOD reviews, if time allows.*
- September BOD meeting
 - *Review and adopt Strategic Metrics*
 - *Finalize Strategic Plan and review process*