

Meeting Summary and Notes
OCEAN: Charting a Vision for the Future
The Dalles, Oregon
January 26, 2012

The objective of this gathering is to develop a mission statement and further develop the business and marketing plans initiated since the strategic planning session.

Participants

OCEAN Board

Jeremy Baker, President, Lower Willamette Representative
 Jason Faucera, Vice President, At-Large Representative
 Lisa Mahon, Secretary, Snake River Representative
 Janet Greenup, Treasurer, John Day-Umatilla Representative
 Stacy Polkowske, Upper Willamette Representative
 Walt Barton, Southwest Oregon Representative
 Shilah Olson, Deschutes-Hood River Representative
 T.J. Woodley, At-Large Representative

Facilitator

Cory Owens, NRCS

Agenda

Meeting 1/26 The Dalles USDA Service Center Conference Room 8:30 a.m. to 3:00 p.m.	
Welcome/Introductions/Review of the Agenda	Cory Owens and Jeremy Baker
Review Results of the 9/30 Session	Cory Owens
Mission Statement Development: Building on the vision	Group led by Cory Owens
Fundamentals	Group led by Cory Owens
BREAK/LUNCH	
Workshop: Tackling the Business and Marketing Plans a) Making some fundamental decisions b) If time, road mapping implementation	Group led by Cory Owens & Plan Developers
Closing and Next Steps	Group led by Cory Owens

Meeting Notes

Mission Statement Development	
Objective	Develop a mission statement defining what OCEAN currently does to compliment the vision statement developed at the first session.
Exercise	<p>Team developed their collective idea of OCEAN's mission using self reflective and small group interaction. They answered the following questions: Mission Questions for what OCEAN does now:</p> <ul style="list-style-type: none">• What products and services is OCEAN currently responsible for?• How does OCEAN deliver those products and services?• What is the value of the products and services OCEAN delivers? <p>Teams presented their results to the group and through discussion and editing a mission statement were selected.</p>
Result	<p>Team developed a guiding mission statement:</p> <p><i>OCEAN provides a statewide network for education, resources, partnerships, and professional development making better employees and stronger districts.</i></p> <p>Through the discussion the vision statement developed at the first session was subtly edited to fit better with the mission statement:</p> <p><i>OCEAN inspires and develops the highest level of professionalism of soil and water conservation district employees in the country by providing key resources that make districts effective in providing the most comprehensive conservation assistance.</i></p>

Fundamentals			
Objective	Review fundamental questions needing answers prior to moving forward with their strategic plan. Including: 1. Should OCEAN pursue official non-profit status? 2. How should the OCEAN membership be structured? Dues? 3. How to address concerns regarding the CONNECT fee system?		
Exercise	Team constructed pro and con lists for the first two questions and a vote taken to make record the decision. The third item was discussed and next steps decided on.		
Result	Question	Pro	Con
1	Should OCEAN pursue official non-profit status?	<ul style="list-style-type: none"> • Opens funding opportunities • Expand reach • Personal protection • Tax liability • Can accept charitable donations • Transparent • Legitimate • Ability to hire/contract staff 	<ul style="list-style-type: none"> • If achieve status, more paperwork • Cost • Board workload to achieve/maintain status • Some restrictions
Decision: OCEAN is going to take actions to become a limited liability organization/corporation and gain official status as a non-profit (501c3).			
	Question	Pro	Con
2	How should OCEAN membership be structured should OCEAN charge dues?	<ul style="list-style-type: none"> • Revenue • Active participation and support • Covers overhead & other costs • Commitment to the organization • Tax deductible • Increased expectations 	<ul style="list-style-type: none"> • It costs money • Tracking money • Cost prohibitive • Increased expectations
Decision: OCEAN will continue to collect dues from all members. Members will be divided into the following categories: 1. Core Member: All Oregon SWCD employees are eligible for this status and can vote. 2. Associate Member: Anyone else is eligible for this status and cannot vote. 3. Emeritus Member: Any retired "core members" or SWCD employees are eligible for this status and cannot vote.			
3	How should OCEAN address the concerns regarding the CONNECT fee system?	Decision: A lively discussion regarding the 2012 CONNECT fee system was held. It had come to the attention of some board members that some potential participants found the system awkward in dealing with their perspective boards. Agreement on the validity of the concerns was not achieved, however next steps were developed: <ul style="list-style-type: none"> • The 2012 CONNECT fee system would remain as advertised • The registration announcement would include a letter informing potential participants that OCEAN is aware of the concerns and that a thorough review of the fee structure would take place prior to the 2013 meeting. • The facilitator commented that there are tools available to help OCEAN tackle this question, the first step being to clearly identify the problem and develop alternatives. 	
Additional Fundamental Questions NOT addressed at this time: <ul style="list-style-type: none"> • If OACD or the NRCS redistricts will OCEAN follow the redistricting? • If OCEAN becomes a non-profit how will it handle its current affiliation with the OACD board since non-profits must be aware of political affiliations? 			

Workshop	
Objective	To progress in the development of the business plan. (The outreach plan was not reviewed at this time.)
Exercise	Elements of the business plan are divided among small groups. Content, structure, and format are reviewed and adjustments/edits made. Adjustments were presented to the group and incorporated into the plan immediately.
Result	The business plan committee walked away with a much more flushed out document with by-in and input from the entire board.

Action Planning	
Objective	Create and organize a list of next actions for the OCEAN committee incorporating elements of the business plan.
Exercise	An excel spreadsheet was created organized by S.M.A.R.T. principles. The group worked together to develop specific elements.
Result	The whole group discussed and posted in chronological order the actions that need to be taken to continue to move OCEAN forward to achieving its mission and vision. This action plan will serve as the guiding document for future board activity.

Closing and Next Steps	
Closing	At the close of the meeting OCEAN board members were satisfied with the progress they made towards clearly defining the mission and vision of the organization including making decisions on key fundamental questions, developing their business plan, and walking away with a comprehensive action plan to keep moving forward.
Next Steps	The board will continue with their regularly scheduled teleconferences and follow their action plan to track their next steps.