

WESTERN STATES LAND COMMISSIONERS ASSOCIATION
2017 Strategic Plan

Helping States Fund Education



'CONNECTING THE MANAGEMENT OF TRUST LANDS AND ASSETS TO FUNDING EDUCATION'



Our Vision

Helping States Fund Education

***THE MISSION* of WSLCA is to
create value for our beneficiaries
*through***

leadership, education and sound land management.

Our Core Values

Excellence ~ Collaboration ~ Integrity ~ Stewardship

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FOCUS AREAS, GOALS, and STRATEGIES

2017 – 2022

‘CONNECTING THE MANAGEMENT OF TRUST LANDS AND ASSETS TO FUNDING EDUCATION’



FOCUS AREA I: Strong Relationships

Goal #1: WSLCA represents all member states and their beneficiaries.

- Create a ***communication plan*** that involves: web site, designated outreach, follow-up on presentations & newsletters
- Cultivate ***relationships with philanthropic and granting organizations*** that align with a desire to help fund education
- Explore opportunities to determine ***value added for other states to join*** the association
- Create an ***Associate Membership category for beneficiaries*** to help us with outreach efforts

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FOCUS AREA I: Strong Relationships

Goal #2: WSLCA builds strong relationships with other entities that further our mission of leaderships, education and sound land management.

- Create a strong, robust, and more inviting **website and brand** that generates interest and promotes supporting WSLCA
- Create a non-voting **Affiliate Advisory Council** to work with the executive committee on identifying and funding baseline education material and information sessions about trust lands and key project initiatives

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FOCUS AREA I: Strong Relationships

Goal #2: WSLCA builds strong relationships with other entities that further our mission of leaderships, education and sound land management. (continued)

- ***Collaborate with non-affiliate business and industry*** to gain support and advice on key issues and projects that advance the WSLCA vision and mission through advisory committees, individual relationship building, and attendance at conferences
- Create formal communication paths with other Western organizations (WGA, CWAG, WAFWA) to ***coordinate positions and outreach***
- Organize ***specific purpose/topic meetings***, outside of normal conferences, and invite participation from 3rd party groups



FOCUS AREA II: Strategic Communication

Goal #3: WSLCA facilitates strategic conversations and messaging to help produce maximum value for each of the states and the beneficiaries of trust assets.

- Develop a plan and materials to ***communicate strategic initiatives*** both internal and external to the association
- Promote the State only docu-sharing website to promote the value of ***states sharing via information in a central location***
- Distribute new information in real time, as well as, an ***Annual Impact Report***
- Promote education of school trusts by ***developing and publishing the school trust story***



FOCUS AREA III: National Leadership

Goal #4: WSLCA is recognized by national and state elected officials as an influential voice for all members.

- Make *Washington, DC trips* a priority and take steps to develop a reputation as an 'influential voice'
- Increase *funding for association outreach*
- *Participate actively in review of federal rule makings* applicable to trust land management and related impacts to beneficiaries
- Promote *projects that streamline business for states*, across multiple states and in doing business with states

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FOCUS AREA IV: Strategic Initiatives

Goal #5: WSLCA develops, communicates, and implements initiatives to address trust management, public policy, and association growth priorities.

- Create *issue based initiatives* that are prioritized and addressed for *each year*
- Supply *resolutions and testimony to congress* about trust lands and related impacts
- Explore *opportunities* to determine value added *for other states to join* the association
- *Develop best practices* for different sectors of state trust land business

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FOCUS AREA V: Continuity and Growth

Goal #6: WSLCA has sufficient capacity and budget to implement its goals.

- Focus on *outreach to* bring in *absent and past members*
- Recognize experts and excellence in land management i.e. *annual awards from WSLCA*
- Develop recruitment, training and *support strategy for future leaders* (including new member/commissioner mentors)
- Continue fund raising strategies and evaluate other *fundraising options* for the association to support the mission and extend outreach

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