



WESTERN STATES LAND COMMISSIONERS ASSOCIATION

Strategic Plan 2017



HELPING STATES FUND EDUCATION

**JULY 2017
ANCHORAGE, ALASKA**

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



VISION

"Helping States Fund Education"

MISSION

The Mission of WSLCA is to create value for our beneficiaries through leadership, education and sound land management.

CORE PRINCIPLES

Excellence
Collaboration
Integrity
Stewardship

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FOCUS AREAS, GOALS, and STRATEGIES

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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 educate about our outreach and fundraising 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

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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 ASU 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** (include best practices stories)

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 paid fund raisers and/or staff to raise funds and/or to evaluate other **fundraising options** for the association

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