

The Aquatic Plant Management Society, Inc.

STRATEGIC PLAN

2009

APMS Committee for Strategic Planning

**The Aquatic Plant Management Society, Inc.
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AQUATIC PLANT MANAGEMENT SOCIETY

STRATEGIC PLAN - 2009

This document contains the results of the strategic planning process conducted by the Aquatic Plant Management Society (APMS) on January 23-24, 2009. Strategic Planning is a disciplined and concerted effort to produce decisions and actions that guide and shape what the Aquatic Plant Management Society (APMS) is, what it does, and why it does it. Strategic planning is also a way of looking to the future and deciding what the APMS will do. As a result of strategic planning, the APMS should have a clearer idea of where it is going, how it will get there, as well as opportunities and challenges that it faces. This Strategic Plan should be viewed as a “living document” that changes and evolves with time and circumstances. The Strategic Planning process should be revisited periodically (about every three years). Strategic Goals were identified during this planning process and are appended to this report. Progress toward accomplishing the Strategic Goals established through the Strategic Planning Process and the Strategic Plan should be monitored by the APMS Board of Directors (BOD) on a regular basis.

The Strategic Planning Process and Activities

Members of APMS (predominantly the APMS Board of Directors) met prior to the winter Board Meeting in Milwaukee, Wisconsin on January 23-24, 2009. Attending were Carleton Layne, Greg MacDonald, Linda Nelson, Sherry Whitaker, Michael Netherland, Alan “Bo” Burns, Terry Goldsby, Brad Howell, Tyler Koschnick, Chetta Owens, Susan Wilde, Josh Chesier, Jim Schmidt, and John Rodgers.

Since an extensive strategic planning exercise had been conducted in 2005-2006, the 2009 activity was largely intended to update the previous Strategic Plan. To organize this strategic planning exercise, the following agenda was utilized: 1) Introductions and Background, 2) New Critical Issues and Opportunities, 3) Development of Strategic Goals, and 4) Reporting and Evaluation. With the current financial recession, the group initially discussed current unique circumstances permeating decision making in professions served by APMS and the need for caution and responses to imminent changes. In the discussion, several participants emphasized the need to preserve the APMS core values during these challenging and uncertain financial times. Many of the Strategic Goals that emerged from this planning centered on maintaining core values and ensuring a sound fiscal future for the Society. Other goals related to opportunities identified that could and should be achieved.

APMS Strategic Plan Objectives and Action Items

A high priority identified during this strategic planning exercise was ensuring the financial sustainability of the APMS. Approaches that were suggested for accomplishing the financial sustainability of the APMS included conservative and judicious management of financial resources and diversifying our revenue stream. Supporting the core values of education and outreach were also identified as important goals for APMS. Opportunities were identified to follow up on current activities and promote effective new approaches (e.g. web site enhancements). Membership and member services were

also a high priority. A special effort to recruit and retain dedicated students was recognized as a priority. While recognizing their unique and special character, enhanced interactions and communications with Regional Chapters were also recommended. Communication is an important activity of the APMS and the annual meeting is a crucial contributor toward successful communication. Specific goals and objectives are presented below.

1. Ensure financial sustainability of APMS by containing costs and monitoring revenue streams. These unprecedented financial times require special vigilance and communication of the value of APMS membership and participation.
2. Encourage and support scientific research and assist in promoting the control and management of aquatic plants through scientifically sound procedures. Strategic allocation of scholarships and other promotional scientific resources could be advantageous at this time.
3. Enhance interactions and communications with Regional Chapters while recognizing and preserving their unique regional character. Regional Chapters have much to offer to APMS in terms of science and management approaches. Conversely, APMS can offer Regional Chapters a look at the “bigger picture” and ideas from outside the “neighborhood.”
4. Cooperate with other societies and organizations with similar and related interests.

5. Focus on the annual meeting and development of protocols or SOPs that can help to ensure its scientific quality and financial success. Extension of the concept of prescriptive SOPs to other activities and committees of APMS would likely be beneficial.

Recognition of potential impacts of the current financial situation (intense recession) on the Society and professions served by APMS, permeated much of the discussion. Thus the “heart” of the strategic planning that ensued centered on forestalling potential adverse effects of economic downturn and seizing opportunities to make progress during these exceptional times. Other discussion involved the journal and electronic opportunities as well as the web site. These are crucial communication tools and should be carefully managed.

At the end of several productive and challenging hours, we arrived at the strategic plan and goals presented here. Important in this strategic planning was to discern what needed to be done, devise an implementation strategy, and to develop a mechanism to check on progress. We agreed to draft this strategic plan for review, review/modify the strategic plan as needed, approve (adopt) the revised plan, and monitor progress periodically.

APMS STRATEGIC PLAN (2009 – 2012)

STRATEGIC GOALS	RESPONSIBLE ENTITY OR COMMITTEES	MONITORING PROGRESS	NOTES
1. CONTINUE STUDENT SUPPORT	APMS BOD FINANCE COMMITTEE SCHOLASTIC ENDOWMENT COMMITTEE STUDENT AFFAIRS COMMITTEE		
2. ENSURE FINANCIAL STABILITY	APMS BOD FINANCE COMMITTEE		
3. CONTAIN/REDUCE ANNUAL MEETING COSTS	APMS BOD MEETING PLANNING COMMITTEE PROGRAM COMMITTEE FINANCE COMMITTEE		
4. CONTINUE APMS RESEARCH GRANTS	APMS BOD SCHOLASTIC ENDOWMENT COMMITTEE REGIONAL CHAPTERS COMMITTEE		
5. PROMOTE APMS WEBSITE	EDUCATION & OUTREACH COMMITTEE WEBSITE COMMITTEE		

6. ENGAGE AND INVITE POLICY AND REGULATORY REPRESENTATIVES	APMS BOD MEETING PLANNING COMMITTEE LEGISLATIVE COMMITTEE PROGRAM COMMITTEE		
7. ENCOURAGE COMMUNICATION AND EXCHANGE (EDITORIALS, SEMINARS, ETC.)	APMS BOD EDUCATION & OUTREACH COMMITTEE PROGRAM COMMITTEE		
8. CONTINUE ONGOING EDUCATION & OUTREACH ACTIVITIES	APMS BOD EDUCATION & OUTREACH COMMITTEE		