

Penns Valley Conservation Association
Strategic Plan Map
 November 10, 2011

PVCA's desired impact: PVCA seeks to foster a local sense of community within the Watershed where improvement is encouraged and is shaped by maintaining water quality, sound environmental planning, and the Valley's rural heritage.

| Goals | Strategies | Tactics |
|---|---|---|
| 1. Educated and inspired community that actively supports PVCA's mission and vision. | Continue education and outreach in the schools and community through the Community Outreach Committee and the environmental education activities | <ul style="list-style-type: none"> a) School and community based environmental education programs b) Support for Penns Valley Learning Garden c) Celebratory events, such as Crickfest d) HS Senior scholarship for Environmental Stewardship |
| 2. Local, county and state elected and appointed officials supporting PVCA's mission and goals | Encourage participation and discussion of environmental issues in municipal forums | <p>Suggested projects include:</p> <ul style="list-style-type: none"> a) Meet the Candidates with Valley environmental focus b) Monitor municipal agendas c) Sponsor educational workshops for elected and appointed officials |
| 3. Maintain drinkable* and fishable and swimmable* quality water in surface and ground water sources *legal terms | Continue existing efforts of the Watershed Committee and move to greater cooperation with like-minded environmental, government, and agricultural organizations | <ul style="list-style-type: none"> a) Continue to identify opportunities for water quality improvements in the Watershed and muster resources for such efforts either directly or indirectly b) Coordinate organizations to increase impact and decrease overlap c) Research and support possible "Wild Area" designation for parts of the Watershed |
| 4. Encourage supports for local businesses and small farms that result in job creation with environmentally sound practices | Grow/increase this activity | <ul style="list-style-type: none"> a) Continue to facilitate business education and resources to promote healthy food, local businesses and small farms b) Update business directory c) Promotional events for local businesses, such as the Renewable Energy and Conservation Fair |
| 5. Foster stronger organizational development of PVCA | Hire an Executive Director to facilitate on-going efforts, develop new activities and support committees in initiating new programs | <ul style="list-style-type: none"> a) Write job description b) Determine budget c) Identify Hiring Committee d) Advertise for qualified candidates e) Interview candidates f) Make decision in late spring with hiring by 6/30/2012 |