

Rapidan Chapter 5 year Strategic Plan

MAY 2006----MAY 2011

BACKGROUND:

This five-year plan was developed by the Rapidan TU Board in regular meetings and special meetings with John Ross (VCTU President) in January, February, March, and April 2006.

A strategic planning matrix document was used as a tool to evaluate Rapidan TU activities in six categories to determine our strengths and weaknesses. Our major strengths are; many and diverse activities, youth support, and business/financial operations. The major weaknesses are: leadership diversity (too few volunteers for all of our activities), and news media relations. The Board has chosen to focus its energy on increasing volunteer diversity within Rapidan TU for the purposes of this Strategic Plan. Other items may be added in the future as part of the annual plan evaluation.

MISSION: To conserve, protect, and restore trout fisheries and their watershed for future generations.

GOALS: To provide leadership diversity to manage chapter activities and events to support Conservation, Outreach/Education/Advocacy, Member Services, and Financial/Business Operations

OBJECTIVE: To increase the number of members in chapter leadership positions.

ACTIONS:

1. Increase member awareness of "OPEN" chapter positions
2. Focus on open "CRITICAL" chapter positions
3. Emphasize willingness to train/transition prospective leaders
4. Emphasize advantages of "leading" a specific position
5. All board members, committee chairs and general membership are to be proactive in filling "open" chapter positions
6. Talk with people who are experienced in recruiting volunteers.
7. Feature an "open" position with details each meeting.
8. Hold a "new member" event to recruit volunteers
9. Conduct pre-meeting programs (i.e. videos on fly tying, knots, leaders, casting, flies, hatches,) to attract volunteer.

SCHEDULE: Evaluate/update plan every year in the month of April/ May.

PARTICIPANTS: Board members, Committee Chairs, and general membership

EVALUATION CRITERIA:

- 1.Reduce number of "open" positions (6) by 50%.
- 2.Reduce number of "critical open" positions(2) by 50%.

OPEN POSITIONS: Secretary, Conservation, Outreach/Education, Member Services*, Web Manager* and Media. Positions filled in 2006/2007 include Editor/Hatches*, Rapidan Cleanup, FishwFriend*, and Legislature.

APPROVED May 3, 2006; Updated May 2, 2007

_____ (Signed)

President, Rapidan TU

* Critical Positions