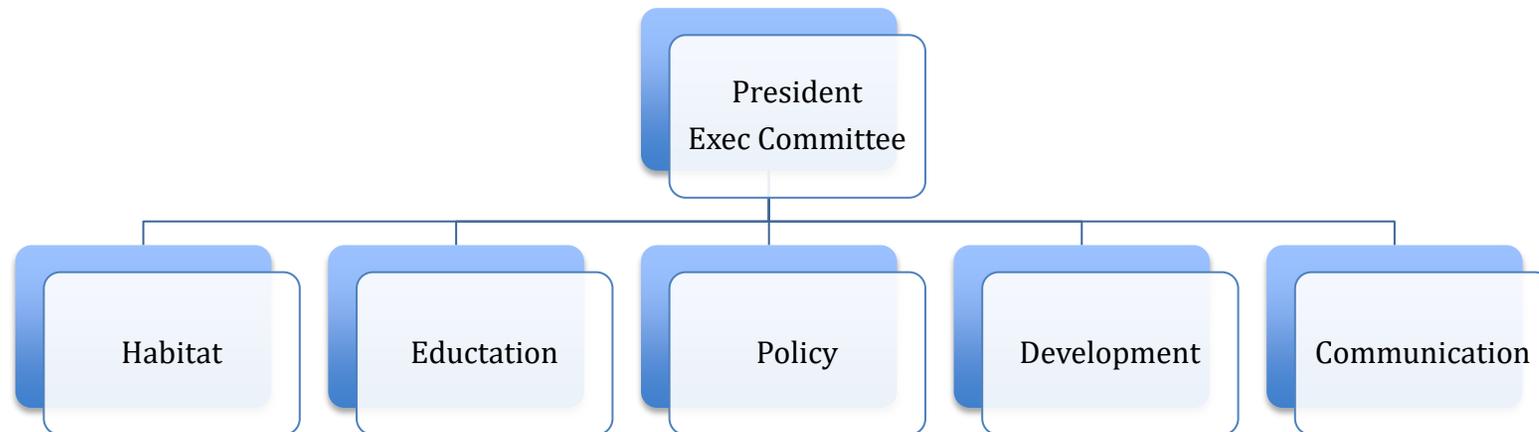


WWA Board of Director Re-organization Charter - FINAL



Habitat	Education	Policy	Development	Comms/Mbrship
Jim Freck	Ian Bartelmez	Randy Helbach	Eric Urben	Chris Ferch
Mike Depies	Dennis Nelson	Bruce Urben	Russ Olson	
Mike Alaimo*	Bruce Urben	EVP	Rob Monette	
Erich Pitz*	Chameron M*		Marty Young	
Bruce Ross	Bruce Ross	Bruce Ross	Bruce Ross	Bruce Ross
Peter Ziegler	Kelcy Boettcher		Tom Siebert	Kelcy Boettcher

* Non-Director WWA volunteers

WWA Board of Director Re-organization Charter - FINAL

Habitat Committee

The Habitat Committee produces the most tangible results of WWA activity: improved on-the ground habitat conditions. The WWA Habitat Goal is to have a visible, significant, and growing impact on ecology important to waterfowl, including pairing, nesting, brood-rearing, and migrating. This committee also supports membership engagement by creating opportunities for WWA members to volunteer in various waterfowl production activities.

The Habitat committee will strive to expand the impact of current WWA activity in:

- Wetland **restoration** program– By working with our partner HRP and other restoration contractors, WWA will seek projects and funding to expand the quantity of acres and properties improved under this program, while ensuring the greatest impact for the WWA investment.
- **Adopt a Wildlife Area program** – WWA will find ways to support and expand the AWA program by seeking funding, volunteers, partners, and project sites.
- **Duck nesting program** – Improving the quantity and quality of nesting structure, such as wood duck boxes, mallard nesting tubes, or other nesting initiatives
- **Landowner support program** - For D-I-Y waterfowl habitat improvement
- Coordinating with the **Policy Committee** to ensure the best science informs wetlands policy decisions.

This committee may also explore opportunities to fulfill WWA missions by considering:

- Coordinating with the various duck banding programs across the state to support research and provide membership engagement opportunities.
- Supporting research opportunities that may benefit Wisconsin Waterfowl
- Acquisition, restoration and management of WWA-owned properties
- Other programs to improve Wisconsin wetland habitat

The habitat committee should ensure WWA energy and funding is being used efficiently toward achieving its Goal by developing a 3-year strategy, budget and overseeing its accomplishments. It should continuously explore partnering opportunities with governmental bodies and other non-profit conservation organizations, to leverage WWA effort and dollars. It should also be seeking to grow the number of membership engagement opportunities in habitat work by expanding successful programs.

Early committee efforts might include:

- Identify and solicit volunteers to play a role on the Habitat Committee.
- Compiling the criteria of what makes a good wetland restoration project property,
- Using this criteria to identify potential projects and build the number of projects in our restoration queue.
- Publicizing current and historical project work.
- Identifying and pursuing high value restoration partnerships.
- Organizing and expanding the nesting program.
- Soliciting land donations appropriate to WWA's missions.
- Other?

WWA Board of Director Re-organization Charter - FINAL

Education Committee

The Education Committee builds the future of Wisconsin Waterfowling. The Education Committee's Goal is to expand the number of WI Waterfowlers, while growing community support for our responsible use of state waterfowl resources. It does this through outreach, general wetland education, and promoting hunting introduction opportunities.

The Education Committee will grow the number of Wisconsin Waterfowlers through:

- **Waterfowling and wetland informational program** – by developing and providing information to interested audiences.
- **Waterfowl Learn-to-hunt program** - Supporting, coordinating, and conducting youth and adult Learn to Hunts and mentored hunting.
- **Youth engagement program** - Developing and implementing programs to engage families and youth in waterfowling-related activities, such as DIY habitat, Duck box programs, banding programs, etc.
- **Waterfowl Weekend activities** – by coordinating and supporting the decoy carving and calling activities, develop a destination event for drawing waterfowlers and their families.

This committee may also explore opportunities to fulfill WWA educational missions by considering:

- WWA involvement in youth and High School shooting programs
- Supporting Scholarship
- Supporting school ecology curricula
- Supporting research opportunities that may benefit Wisconsin Waterfowl

The Education Committee should ensure WWA energy and funding is being used efficiently toward achieving its Goal by developing a 3-year strategy, budget and overseeing its accomplishments, and adjusting as conditions dictate. It should continuously explore partnering opportunities with governmental bodies and other non-profit conservation/education organizations, to leverage WWA effort and dollars. It should also be seeking to grow the number of membership engagement opportunities to grow membership satisfaction with WWA.

Early committee efforts might include:

- Identify and solicit volunteers to play a role on the Education Committee
- Developing/implementing a program to engage High School shooting team
- Developing a pre-teen wood duck box program
- Surveying local schools for environmental program interest
- Conducting waterfowl Learn-to-hunts
- Conducting mentored waterfowling experiences
- Coordinating / facilitating chapter youth engagement or donations
- Other?

WWA Board of Director Re-organization Charter - FINAL

Policy Committee

The Policy Committee represents WIWaterfowler interests in legislation and governmental policy and with like-minded conservation groups. The Policy Committee's Goal is for WWA to be a respected and sought-after voice to inform / influence matters effecting WIWaterfowling. It does this by being informed on key issues, developing--and building grassroots and partnership support for--defensible positions, and having pre-existing relationships with key decision-makers.

The Policy Committee will favorably influence WIWaterfowling issues by:

- Consistent active leadership with **like-minded sportsmen/conservation groups** (like WI Wildlife Federation, Sportsmen for Wetlands, WI Wetlands Association, Ducks Unlimited, etc).
- **Strong engagement in, and sharing the WWA perspective with, quasi—governmental organizations** like the North American Joint Venture program, state and federal waterfowl advisory groups,
- **Active positive engagement with key policy makers and** legislators in advance of need, as well as when critical issues emerge.
- **Engaging the WWA membership network** to contact legislators on topics of particular importance to WIWaterfowlers.

The Policy Committee should ensure WWA energy and funding is being used efficiently toward achieving its Goal by developing a 3-year strategy, budget and overseeing its accomplishments, and adjusting as conditions dictate. It should continuously explore partnering opportunities with governmental bodies and other non-profit conservation/education organizations, to leverage WWA effort and dollars.

Early committee efforts might include:

- Ensuring all affiliations with like-minded conservation group or quasi-governmental groups include the correct WWA POCs.
- Developing a grassroots membership policy effort.
- Identifying the top five policy issues confronting WIWaterfolwing and an approach to favorably influencing them..
- Establishing a list of the key WI state legislators and developing pre-need relationships.
- Other?

WWA Board of Director Re-organization Charter - FINAL

Development Committee

The Development Committee allows WWA to achieve its mission by generating the funding necessary to implement current programs, build financial support to undertake near-term initiatives, and create the financial conditions for WWA sustainability into the future. The Committee's Goal is to have sufficient and balanced funding streams to support all WWA missions now and in the future. This includes sufficient operational reserve funds to support unexpected 4-month downturns in revenue, programmatic funds to sustain and grow strategic priorities, and an endowment that can, over time, begin to support defined overhead costs.

The Development Committee will achieve its Goal through the following programs:

- **Chapter Event fundraising** – Sufficient numbers of attractive, efficiently-run and sustainable events, throughout the state, to support WWA overhead and operations
- **Retail merchandising** – A well-run retail operation, providing sufficient amounts of attractive merchandise with an attractive margin to supplement chapter and on-line sales.
- **Grant Funding and Management** – Acumen to identify and successfully solicit grantors to support WWA program expansion.
- **Philanthropic outreach and donor cultivation** – Sophisticated approaches to donors of means who can embrace the WWA mission set, including tax-beneficial and legacy-gifting initiatives.

The Development Committee should ensure WWA energy is used efficiently toward achieving its Goal by developing a 3-year strategy, budget and overseeing its accomplishments, and adjusting as conditions dictate. This will require close work with the other Committees to identify funding needs for their initiatives.

Early committee efforts might include:

- Developing a sub-committee structure to recognize the very different approaches and skillsets required to be successful and sustainable in the differing funding streams.
- Identify and solicit volunteers to play a role on the Development Committee
- Defining early steps in the RD transition and, relatedly, to develop and institutionalize best practices across diverse chapters that currently operate very differently.
- Developing a strategy to find and approach potential private philanthropic donors and WI businesses who may find benefit in a WWA partnership
- Developing an approach to grant identification and writing and monitoring that includes volunteers, directors and staff, with a task to identify potential grant opportunities.
- Other?

WWA Board of Director Re-organization Charter - FINAL

Communications & Membership

The Communication and Membership Committee recognizes that without a strong, well-informed membership, WWA cannot survive or accomplish its missions effectively. Its Goals are to increase membership throughout the state, to better represent all WIWaterfowlers and; To increase membership engagement with WWA.

The Development Committee will achieve its Goals through the following programs:

- **A membership management system** – A database approach that captures and tracks data relevant to each member for use in more fully engaging each member based on their history with WWA.
- **Newsletter program** - Delivering the right information at the right moment and attractive means for all WWA missions.
- **Social Media Campaign** – a robust, attention-getting approach to attracting a younger demographic to the complete suite of WWA missions
- **WWA marketing Campaign** – in more traditional communication venues, engage likely gatekeepers with WWA messaging

The Communications/Membership Committee should ensure WWA energy is used efficiently toward achieving its Goal by developing a 3-year strategy, budget and overseeing its implementation. Good coordination with other committees will be necessary to take advantage of current communication and member engagement opportunities.

Early committee efforts might include:

- Develop and establish a routine press release process to feed both social media and traditional communication platforms.
- Identifying / soliciting non-director volunteers to support this committee's activities.
- Review current membership database and communications capabilities and identify opportunities for improvement.
- Organize Facebook responsibilities and subjects over the next year....
- Develop list of key opportunities to reach new members and possible locations for establishing new chapters.
- Review and update and create new public outreach materials.
- Identify top outdoor writer/mass media marketing opportunities and develop an approach to exploit them.
- Other?

WWA Board of Director Re-organization Charter - FINAL

Executive Committee

The Executive Committee is responsible for the governance of WWA. The Goal of the Executive Committee is to efficiently and sustainably carry out the WWA mission and its supporting Goals. It delivers guidance and decisioning when necessary, and provides for the continuity of WWA.

The Executive Committee is comprised of the chair of each committee, the Secretary, Treasurer, Executive Vice President (President-in-waiting) and President. Specific duties include:

- Financial planning and solvency.
- Executive Director oversight and direction.
- Committee oversight and direction.
- Strategy development and implementation.
- Succession planning for committees, board leadership, and the Executive Director.

The Executive Committee should ensure WWA is working to be ever more impactful in the Wisconsin waterfowling environment.

Early initiatives could include:

- Ensuring the successful implementation of this new board structure.
- Undertaking the development of an updated Director's handbook
- Formalizing and monitoring WWA's strategic plan, and an associated budget.
- Ensuring a sound succession plan for key Directors/positions.
- Other?