

SWANA – Badger Chapter 2007 Strategic Planning Summary

*Prepared by Recycling Connections Corporation
March, 2007*

INTRODUCTION

This document summarizes discussion held by the SWANA-Badger Chapter Board of Directors during their strategic planning meeting on February 21, 2007 at the Radisson Paper Valley Hotel from 8:00 am – 12:00 pm.

The group first discussed their *Mission and Niche* and scored various prospective components of each based on a series of questions. Once scores were assigned, the group briefly discussed any issues related to each topic. They also discussed available resources and an ideal timeline within which to meet their goals.

The group also discussed *Programming Planning* and scored prospective initiatives. The group also briefly discussed goals for the initiatives, available resources and an ideal timeline within which to accomplish their goals.

Items are listed from the highest score to the lowest score.

MISSION AND NICHE

Mission

Public Landfill Management

Score: 4

Notes: Wisconsin County Solid Waste Managers Association (WCSWMA) offers better policy information for this audience.

Recycling

Score: 4

Notes: American Public Works Association (APWA), Wisconsin Counties Association (WCA), National Association of Counties (NACO) may be better equipped to address this issue to SWANA-Badger Chapter members. It may be beneficial to form partnerships with these groups to get their information to SWANA-Badger members.

Waste Reduction

Score: 3.5

Notes: 1) SWANA- Badger Chapter leaders should give consideration to the recent report issued by the Governor's Task Force on Waste Materials Recovery and Disposal report and provide input and interpretation to members regarding relevant issues. 2) Group should focus on waste reduction as it relates to "special waste" in the industrial sector because they offer the unique perspective of integrated waste management. 3) The group sees construction and demolition, or "C&D," issues as a topic about which their members would want to receive more technical information. A partnership with the Wisconsin Green Building Alliance (WGBA) would be necessary.

Collection Issues

Score: 3.5

Notes: Key topics would include public sector collection and helping public entities contract with private haulers to collect. A key audience group would include private haulers that do not have landfills. SWANA-Badger Chapter could offer relevant policy information about this topic.

National Solid Waste Management Authority (NSWMA) and American Public Works Association (APWA) would be the most ideal partners.

Private Landfill Management

Score: 3

Notes: National Solid Waste Management Authority (NSWMA) also addresses this issue. There are differences between the public and private landfill owners/operators regarding technical and policy issues.

Composting

Score: 3

Notes: The Composting Council can be better equipped to provide educational resources and information regarding solid waste composting.

HHW/Special Wastes

Score: 3

Notes: SWANA –Badger Chapter offers a unique perspective of integrated waste management.

Waste to Energy

Score: Not scored

Notes: Information can be provided to Wisconsin members by linking to information available on the National SWANA website.

Niche

Training on Current and New Technologies

Score: 4

Notes: Group should provide training to the municipal sector to learn about integrated waste management. National SWANA has a packaged presentation and other relevant information that could be used. The Delaware Solid Waste Authority also has speakers and information that should be used.

Goal: Target audience should be the municipal sector. The message will be to explain SWANA's approach and foster an understanding that it is leading this effort and has the necessary tools and resources to educate members. Goal is to have training sessions at the annual meetings for the League of Wisconsin Municipalities and Wisconsin Counties Association (WCA).

Resources: National SWANA has a prepared presentation, national speakers, Department of Natural Resources (DNR), UW-Extension's Solid and Hazardous Waste Education Center (SHWEC).

2007 Plan: Develop the plan. JW Spear will talk to SHWEC about facilitation. Develop relationships with legislative aides and invite them to training/information session.

2008 Plan: Host a pilot event at the winter SWANA/AROW/WCSWMA conference. Provide training at fall events.

Provide Legislative Information/Updates

Score: Not scored

Goal: Provide information about current legislative initiatives to members. Summarize the implication of these initiatives for members.

Resources: Trade publications - MSW Management, Legislative Bureau website, WasteNews.
2007 Plan: 1) Board members should send legislative updates to Brenda, who will then organize the information and send to members. Group still has to develop a timeframe/deadline for getting information to Brenda and then for Brenda to send information to membership. 2) Promote current policy papers (from National SWANA) to members. 3) Include updates on website and newsletter.
2008 Plan: Send updates coupled with a "what does this mean for SWANA members?"
2009 Plan: Educate lawmakers on issues. Hold legislative days/reception. Draft position papers.

Training on Current and New Educational Resources

Score: Not scored

Networking Opportunities

Score: Not scored

Provide Information on New Trends

Score: Not scored

Providing Policy Information

Score: Not scored

Providing Policy Opinions

Score: Not scored

Review Taskforce Recommendations

Score: Not scored

Goal: Review and provide a position paper for the governor on Chapter letterhead.

PROGRAM PLANNING

Improve Chapter Website

Score: 3

2007 Plan: Implement Chris' website design draft. 1) JW and Chris will research domain names and web host. The group would like a 1-3 year agreement. 2) JW and Chris will develop a list of web designers. 3) Develop an info@badgerchapter email address 4) Can spend maximum of \$2000 for all of the above. 4) Get information from Associated Recyclers of Wisconsin about the company who redesigned their website (Kim Larson/ Central Media Professionals LLC, PO Box 467, Stevens Point, WI 54481, 715-344-0362, kim@centralmediapros.com)

Redevelop Chapter Newsletter

Score: 3

2007 Plan: By August 2007 issue one newsletter. 1) Form a board subcommittee to coordinate the newsletter (Chad/Bob will take the lead), 2) advertise upcoming events, 3) Develop marketing plan to sell advertising, 4) Highlight SWANA-Badger Chapter benefits, 5) Reprint national and state articles, 6) Provide highlights from relevant events, 7) Provide status of Governor's Task Force on Waste Materials Recovery and Disposal, 8) Provide legislative updates, 9) feature bio-diesel

2008 Plan: Issue 2-4 newsletters

Regulatory Liaison

Score: Not Scored

Membership Recruitment

Score: Not Scored

2007 Plan: 1) Test on-line surveying programs (such as surveymonkey.com) among board members within the next 60 days. Issue survey to members before/after a newsletter to learn about their satisfaction with their membership, what other benefits would like, which benefits do they not use or know about, etc. 2) Explore different types of membership opportunities (i.e. group memberships).

Membership Survey

Score: Not Scored

GENERAL DISCUSSION

1. SWANA-Badger Chapter's current audience members are:
 - a. Municipal landfill owners and operators (Guiding principal of SWANA is that local government is responsible for solid waste)
 - b. Consultants
 - c. Haulers (minimal)
 - d. Regulators (minimal)
2. The Chapter's goals include:
 - a. Sharing technical information to all facets of the industry
 - b. Developing an advocacy policy
 - c. Provide information to lawmakers before legislation is developed. Group would like to become more proactive instead of remaining reactive to proposed bills.
3. The group needs new ways to communicate with members such as developing a listserve to quickly disseminate information.
4. The Chapter would like to develop a common voice for representing all of their members.
 - a. Explore generating a dissenting opinion instead of developing unanimous positions.
 - b. Facilitate consensus-building on legislative initiatives.
 - c. Explore lobbying restrictions for non-profit entities.
5. Solidify current partnerships
 - a. Develop liaison positions on AROW and WCSWMA Boards of Directors
 - b. Develop Memoranda of Understanding or alliance agreements