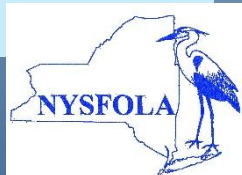


NYSFOLA STRATEGIC PLANNING 2024 - 2025



NYSFOLA Overview

- Non Profit 501(c)(3) - 42nd Year
- @ 378 Members => 240 Lake Associations, 130 Individuals, 8 Corporate
- Citizens Statewide Lake Assessment Program (CSLAP)
 - 197 Lakes, over 500 volunteers
 - @150 new volunteers will be trained, @35 here
 - Nancy Mueller, NYSFOLA CSLAP Coordinator
 - Alene Onion, NYS Department of Conservation, CSLAP Coordinator
- Two Staff, 19 Board Members, Volunteer Committees



Strategic Planning

Why?

- October 2023 – Executive Director and Full Time CSLAP Coordinator Positions Created

Why?

- Growing Needs: Environmental Issues, Shifting Political Climate, Policy Changes, CSLAP Growth...
- A Plan Was Needed to Assist With And Respond to Those Needs (5 yr)



Strategic Planning Committee



NYSFOLA:

Jan Andersen

David Carr

Tarki Heath

John Jablonski

Dean Long

Bernie Thoma



LCP Consulting:

Kate Budlong

Karen Macier



The Process

- Preliminary Meetings & LCP Consulting
- Mission, Vision, and Values Review and Update
- Research and Analysis
- Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis
- Survey
- The Plan: **Objectives, Goals, Actions**



NYSFOLA Committees

(underscore - existing or in process)

Operations

- Finance
- Investment
- Fundraising & Membership
- Benefits & Compensation

Governance

- Executive
- Nominations
- By Laws
- Strategic Planning

Outreach

CSLAP

Organizational
Training & Support

Conferences

Annual
Regionals (4)

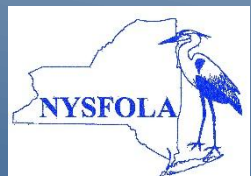
Other

Membership Services - TBD

Gift & Scholarship

Science Advisory Committee (SAC)

Advocacy - TBD



Objective 1: Advocacy & Public Policy

Responsible Person/Party: Executive Committee, Executive Director, Advisory Committee, Advocacy Committee, Advocacy Chair, Conference Committee, Regional Committee, CSLAP Coordinator, Members

Goals

1	Identify & Prioritize Key Advocacy Areas	2	Engage Policymakers & Community Leaders	3	Develop & Implement Public Policy Initiatives
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Action Items

- | | | |
|--|---|---|
| <ul style="list-style-type: none">• SAC and Advocacy Committees• Communicate Regulations and Policies | <ul style="list-style-type: none">• List, Contact, & Engage Representatives and Legislative Committees. | <ul style="list-style-type: none">• Letters of Support, White Papers, Policy Documents• Activate FOLA 501(c)4 Lobbying Arm (FOL) |
|--|---|---|



Objective 2: Organizational Sustainability: Revenue, Finances & Administration

Responsible Person/Party: Board of Directors, Executive Director, Treasurer, Executive Committee, Finance Committee, Investment Committee, Fundraising & Membership Committee, Benefits & Compensation Committee, Conference Committee, CSLAP Coordinator

Goals

1	Ensure Long-Term Financial Health	2	Enhance Human Capital and Streamline Operations	3	Diversify Revenue Streams
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Action Items

- Create Annual Budget & Financial Policies
- Ensure Regular Financial Reporting
- Monitor the availability and eligibility of grant opportunities for NYSFOLA
- Ensure that staffing needs are aligned with organizational goals
- Align Programming with Goals
- Implement Operational Efficiencies: membership, bookkeeping, newsletter enhancements...
- Enhance the Fundraising Membership Committee
- Create and Implement a Fundraising Plan (Paying for programs with investments - not sustainable)



Objective 3: Membership Services

Responsible Person/Party: Board of Directors, Executive Director, Executive Committee, Fundraising & Membership Committee, Conference Committee, Gift & Scholarship Committee, Grant Committee, Science Advisory Committee, Membership Services Committee, CSLAP Coordinator

Goals					
1	Develop New Value Proposition	2	Support NYSFOLA Members with Grant Opportunities	3	Provide Technical and Organizational Support to Members
Action Items					
	<ul style="list-style-type: none"> Assess Membership Levels & Benefits Recruit Early-Career Foster CSLAP participation by making it more useful and accessible 		<ul style="list-style-type: none"> Reestablish Grants Committee to evaluate opportunities Collect and disseminate list of available grants 		<ul style="list-style-type: none"> Develop Resource Database Develop Indexed Online Resources: Provide scientific information on key lake issues in an easily accessible format
4	Create Online Resources	5	Increase Professional Memberships	6	Community Engagement to Enhance Support for Members in Their Communities
Action Items					
	<ul style="list-style-type: none"> Offer Webinars 		<ul style="list-style-type: none"> Collaborate with Affiliates: Share activities and provide technical assistance 		<ul style="list-style-type: none"> Increase Regional Presence: Participate in municipal and conservation group events across regions

Objective 4: Partnerships & Collaboration

Responsible Person/Party: Executive Director, Science Advisory Board, CSLAP
Coordinator, CSLAP Committee

Goals

1	Collaborate with Academic, NGO Water Quality, and Conservation Groups Statewide to Address Lake Needs and Opportunities	2	Identify and Develop New Partnerships with Key Stakeholders, Locally, Regionally, and Possibly Outside the New York State Area
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Action Items

- | | |
|---|--|
| <ul style="list-style-type: none">• Identify key partners• Develop Collaboration Strategies• Develop Information Sharing System: Create a system for sharing resources, best practices, and updates among partner organizations | <ul style="list-style-type: none">• Engage with the North American Lake Management Society (NALMS): Identify ways to play a more active role in NALMS (e.g., membership, attending events) |
|---|--|



Objective 5: Marketing & Branding

Responsible Person/Party: Executive Director, Strategic Planning Committee, Membership Services Committee

Goals

1

Undertake a Rebranding Initiative to Modernize NYSFOLA's Image and Improve Public Awareness of the Organization's Mission and Vision

Action Items

- Conduct a Brand Audit/Define Brand Identity (Logo!)
- Develop Digital Marketing Plan
- Enhance Online Presence
- Launch Marketing Campaign: Increase Awareness



Initial Focus

- Advocacy – SAC and Advocacy Committee
- Partnerships and Fundraising
- Enhanced Membership Services
- Lake Association and Individual Involvement
 - Communication – What do you think is needed?
 - Actively Share Information
 - Volunteers

Membership Services - TBD

Gift & Scholarship

Science Advisory Committee (SAC)

Advocacy - TBD



Questions?



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