



2012 KACD Operational Plan

The operational plan is derived annually from the *KACD Five-Year Strategic Plan 2009-2013*. It outlines specific action steps leading to the accomplishment of identified objectives under each of the association's four adopted goals:

GOAL 1: Be an effective advocate for the protection of Kansas soil, water, air, plants, and animals.

GOAL 2: Strengthen key partnerships among entities committed to wise and efficient conservation practices.

GOAL 3: Facilitate conservation education.

GOAL 4: Ensure strong, efficient association leadership.

2012 ACTION STEPS

- Capitalize on local awards as media opportunity to raise awareness of conservation programs (CDs).
- Initiate one-on-one contact with producers (CDs).
- Meet with individual legislators to explain position on issues of importance to conservation districts (KACD).
- Provide talking points to CDs with regard to specific issues; request that supervisors and district managers contact legislators (KACD).
- Increase participation of supervisors and district managers at Conservation Day at the Capitol (CDs).
- Distribute information on roles of conservation districts, district law, and specific conservation issues to lawmakers (Conservation Day attendees).
- Add periodic updates to KACD website throughout legislative session (KACD).
- Email conservation districts with pertinent information to provide to board supervisors when appropriate; request immediate distribution to supervisors (KACD).
- Capitalize on opportunities to direct people to the KACD website (KACD, CDs).
- Maintain and expand working relationships with policymakers (KACD).
- Provide links to partner (SCC, NRCS, etc.) programs on KACD website (KACD).

- Write news release about KACD annual convention for distribution to media statewide (KACD).
- Provide training opportunities for supervisors and conservation district staff at KACD annual convention (KACD, SCC).
- At annual meeting, recognize supervisors who have completed supervisor training.
- Arrange breakout sessions at the KACD annual convention aimed at educating supervisors and district staff (KACD, SCC).
- Explore opportunities to present educational conservation information at local group meetings, including county fair (CDs).
- Seek opportunities to serve on local committees and civic organizations (city and county government, schools, libraries, issue-related groups) to increase opportunities for interaction (CD Supervisors) and partnership on events.
- Invite existing and potential partners to attend and have booth at KACD annual convention (KACD).
- Meet with county commission and update them on conservation district efforts; thank them for their support (CDs).
- Provide toolkit training to district employees, including information on what to present to landowners (NRCS).
- Add additional CD and partner links on KACD website (KACD).
- Include partners in information and education programs (KACD, CDs).
- Confer with CDs, SCC and NRCS about breakout session suggestions (KACD).
- Provide training sessions for supervisors and conservation district staff at spring and fall area meetings (KACD, SCC).
- Promote and support special events and festivals—i.e., exhibit at Kansas State Fair, field tours, water festivals, Farm Bureau Ag Day, Envirothon, Range Youth Camp, area farm shows, safety days, contractors' meetings, etc. (CDs).
- Seek opportunities for news releases and guest editorials that include conservation information and events (KACD, CDs).
- Develop/maintain a district website with conservation information and events (CDs).
- Volunteer time at activities such as Envirothon, O.W.L.S., Earth Day, 4-H, Scouts, etc. (CDs).
- Seek opportunities for networking and sharing information with other groups (Farm Bureau, KLA, etc.) to expand education opportunities (CDs, Relevant Committees).
- Ensure that KACD website outlines all aspects of the organization's structure (KACD).
- Plan breakout sessions, invite keynote speakers, and increase vendor participation in an effort to provide valuable education and networking opportunities (KACD).
- Provide nominations to appropriate area director for Outstanding Supervisor of the Year Award (CDs, KACD).
- Provide nominations for Don Rezac Memorial Award.
- Expand KACD committees to encourage greater member participation in the association.

The *KACD Five-Year Strategic Plan 2009-2013* can be found at:

[http://www.kacdnet.org/KACD Strategic Plan.pdf](http://www.kacdnet.org/KACD_Strategic_Plan.pdf)