

Western Aquatic Plant Management Society

2017-2021 Strategic Plan

Vision

The vision of the Western Aquatic Plant Management Society (WAPMS) is to be the leading interdisciplinary organization for the dissemination of information related to aquatic plant and algae management in Western North America.

Mission

The mission of WAPMS is to serve as a chapter of the Aquatic Plant Management Society (APMS) organization, providing a forum for members in Western North America to share interdisciplinary information related to aquatic plant and algae identification, detection, management and control.

Objectives

The objectives of the Society are:

1. To establish a forum for the exchange of information on aquatic vegetation management techniques, strategies, and research through periodic meetings and other appropriate means.
2. To cooperate with local, state, regional, and national agencies, both public and private, in the identification of and solution to aquatic vegetation problems.
3. To promote uniformity and coordination of activities among agencies concerned with the regulatory aspects of aquatic plant management.
4. To encourage scientific research and assist in promoting the control and management of aquatic plants through scientifically sound procedures.
5. To recognize and promote scientific and technical advancement of the members and facilitate the education of aquatic plant managers through offering scholarships, Continuing Education Units (CEUs) and other educational assistance programs.
6. To extend and develop the public's interest and understanding of aquatic plant management.
7. To cooperate with local chapters and other societies and organizations with similar and related interests.

Strategic Goals

Goal 1: WAPMS Outreach - Design and implement an outreach plan.

Key Outcome: WAPMS will be viewed as a resource for agency leaders, policymakers, applicators, end users, academia, students, industry and the general public in Western North America.

Action Steps:

1. Form a committee to develop and oversee the implementation of an outreach plan.
2. Define WAPMS target audiences and develop specific tools to reach them. This will likely include regional chapter members, state resource agencies, students, canal and reservoir operators, lake associations, government agencies, and universities.
3. Consider the feasibility of collaborating with APMS and other APMS Chapters to share the costs of collaborative outreach efforts.
4. Consider working with land grant universities and cooperative extension programs to encourage an increase in dedicated aquatic plant management expertise in the Western United States.
5. Consider the benefit of collaborating with private sector for profit and non-profit entities (This includes Bass Pro Shops, Cabela's, Trout Unlimited, etc.)
6. Define and promote the WAPMS brand and its features and benefits.
7. Design and implement a social media campaign. For example, leverage current interest/concern with harmful algae blooms (HABs) to show that WAPMS is a resource for both information and solutions.

Measures of Success

- Targeted marketing and outreach plan developed and implemented
- At least 500 social media impressions made each month

Leadership Team:

Lead: Blankinship, Committee: Warmuth, Ferriter, Pennington, Sealock.

Feedback Loop:

The leadership team will provide a written implementation progress report to the WAPMS Board, the APMS Board, and to the general membership at the annual conference. The marketing and outreach plan should be completed and in action by no later than the March 2018 annual conference.

Goal 2: Membership - Increase WAPMS membership and conference participation.

WAPMS will be an active organization for the exchange of information on aquatic plant and algae identification, detection and management with an interdisciplinary membership.

Action Steps:

1. Connect with APMS and regional chapters to compare membership lists and identify potential new members at both the regional and national levels.
2. Update the membership brochure to highlight WAPMS membership benefits.
3. Develop a plan for offering CEUs to members via the annual conference and workshops.
4. Officer to provide a chapter update at the APMS annual meeting.
5. Encourage members of allied societies (e.g., Oregon Lakes Association, Washington Area Lake Protection Association, California Lake Management Society, North American Lake Management Society, Western Society of Weed Science) to become active members of WAPMS.
6. Continue to foster cooperation with the Women of Aquatics organization.

Measures of Success:

- 10 new WAPMS members in 2018.
- 10% growth in female membership
- 10% increase in student participation
- 10% increase in conference attendance

Leadership Team:

Lead: Pennington, Committee: Ferriter, Ruttan, Sealock.

Feedback Loop:

The leadership team will provide a written implementation progress report to the WAPMS Board, the APMS Board, at the mid-winter board meeting, and to the general membership at the annual conference. Implementation concerns, needs, and challenges will be included in these reports. The membership plan should be completed and in action by no later than the March 2018 annual conference.

Goal 3: Student/Academia - Enhance WAPMS's sustainability by stimulating interdisciplinary student opportunities.

Key Outcome: The flow of young professionals into the field of aquatic plant and algae management will be increased as evidenced by more student members, an increase in student talks at the annual conference and enhanced interdisciplinary participation from academia in Western North America. .

Action Steps:

1. Identify academic institutions in Western North America that have programs related to environmental science, botany, remote sensing, GIS, environmental policy or water resources.
2. Identify academic programs with faculty what are interested in aquatic plant management.
3. Contact faculty members in related disciplines and make them aware of WAPMS student opportunities.
4. Identify internships and incentives for students.
5. Develop links between member students and employers.
6. Use social media to reach student demographic. .
7. Increase awareness of WAPMS in relevant departments in Western North American universities.
8. Continue to provide travel grants for students to attend the annual WAPMS conference.
9. Encourage student participation in Board activities

Measures of Success:

- 5 student papers presented at the annual conference
- 10% of student members continue as members after graduation
- 10 student members

Leadership Team:

Lead: Greer. Committee: Warmuth, Pennington, Ferriter, Nissen.

Feedback Loop:

The leadership team will provide a written implementation progress report to the WAPMS Board, the APMS Board, and to the general membership at the annual conference. The student outreach plan should be completed and in action by no later than the March 2018 annual conference.