

# **Goal Statements**

## **Objective Statements**

### **Action Statements**

**for the**

#### **Arkansas Watershed Advisory Group**

##### **Mission Statement:**

**“The Arkansas Watershed Advisory Group assists and encourages citizens and organizations by promoting local and voluntary approaches to watershed management and conservation.”**

**Goal Statement I: “To help promote interest, understanding, and involvement in the management of watershed resources.”**

**Objective A:** To support the development of watershed groups/ councils/ entities.

**Action Statements:**

- (1) *Arkansas Watershed Advisory Group will maintain and make available Arkansas watershed management documents under the guidance of the ADEQ Watershed Coordinator.*
- (2) *The Arkansas Watershed Advisory Group will assist with watershed planning development.*

**Objective B:** To provide information on the condition and importance of watershed resources.

**Strategy 1:** Acquire, develop, and maintain fact sheets, glossaries, and brochures on watersheds, water resources, terminology and agency program information.

**Action Statements:**

- (1) *To determine and acquire relevant information on watershed resources and develop an index of resources for the general public.*
- (2) *Update as necessary information on the Arkansas Watershed Advisory Group which emphasizes watershed work and a contact for each agency.*
- (3) *Maintain and update an annual AWAG brochure on watershed work, agencies involved, project name, and contact.*
- (4) *Develop brochures on the terminology used surrounding environmental issues, when to address particular concerns about watershed activity, and why individuals/ groups should be concerned, such as, city dwellers, hunters, tree farmers, etc.*
- (5) *Maintain and update a library with hard copies of relevant information on watershed resources and brochures.*

**Strategy 2:** Representatives of the Arkansas Watershed Advisory Group give informational presentations and training sessions on watersheds and agency programs to groups statewide. Potential audiences include: conservation districts, water districts, volunteer groups, schools, other public groups, and state and federal agencies.

**Action Statements:**

- (1) *Determine, acquire, and make available existing presentations.*
- (2) *Develop and make available AWAG presentations.*
- (3) *Maintain an updated calendar of events on the AWAG website.*
- (4) *Summarize events and provide presentations on the AWAG website.*

**Goal Statement II:** “To improve communication concerning watershed resources.”

**Objective A:** To develop and maintain mechanisms that improve communication among stakeholders, including: agencies, organizations, watershed groups, and citizens.

**Strategy 1:** Summarize AWAG members’ services.

**Strategy 2:** Coordinate watershed meetings.

**Action Statements:**

- (1) *Roundtable discussions.*
- (2) *Watershed presentations.*
- (3) *Small group discussions.*
- (4) *Statewide Conference.*
- (5) *Quarterly AWAG Meetings.*

**Strategy 3:** Maintain a comprehensive website related to watershed resource issues.

**Strategy 4:** Publish a newsletter.

**Strategy 5:** Promote discussion through the AWAG listserv, conference calls, and web blogs.

**Action Statement:**

- (1) *Develop an etiquette document to distribute to the listserv regarding appropriate discussion practices.*

**Strategy 6:** Utilize existing avenues of communication (i.e. technical journals, newsletters, and media).

**Action Statements:**

- (1) *Investigate costs.*
- (2) *Seek funding for advertisement.*

**Objective B:** Develop mechanisms to educate elected officials.

**Strategy 1:** Enhance existing information.

**Strategy 2:** Make information available to groups such as State Representatives, the Municipal League, the County Judges Association, and the Arkansas Chapter of the American Planners Association.

**Action Statements:**

- (1) *Include an AWAG factsheet when ADEQ provides maps to state representatives.*
- (2) *Make presentations to groups.*
- (3) *Maintain and update a list of mayors, county judges, and planning districts for newsletter and events notification.*

**Strategy 3:** Develop a subcommittee to look at local governments and determine which ones to target.

**Goal Statement III: “To assist in providing technical support concerning watershed resources.”**

**Objective A:** Maintain an updated list of existing agency/ organization services, programs, databases, resources, and regulations available for use by watershed groups/ individuals.

**Strategy 1:** Continue to develop a list and description of existing agency databases, expertise, and available resources.

**Action Statement:**

- (1) *Continue to request information from relevant AWAG agencies/ organizations concerning their regulations, GIS information, technical assistance, and data that is provided on watersheds and water quality interests.*

**Strategy 2:** Compile, categorize, and update regulations.

**Objective B:** Assist in providing scientific and practical technical assistance at the local watershed level.

**Strategy 1:** Provide scientific as well as practical technical assistance and descriptions in layman’s terms.

**Strategy 2:** Provide training as needed and available.

**Action Statement:**

- (1) *Provide workshops on Best Management Practices.*

**Strategy 3:** Provide equipment and necessary training as needed and available.

**Strategy 4:** Provide temporary work groups to answer specific needs.

**Strategy 5:** Disseminate ongoing status reports, when made available, of related/ relevant activities in watersheds, etc.

**Goal Statement IV: “To assist with funding issues for watershed resource management.”**

**Objective A:** Provide information to enhance fund-raising ability of watershed groups.

**Strategy 1:** Develop and/or maintain information an information package that includes:

- (a) 501(c)3 application procedures.
- (b) pro’s and con’s about different funding sources
- (c) self-funding mechanisms
- (d) reference list of grant and fund-raising resources
- (e) budget planning

**Strategy 2:** Sponsor workshops about grant-writing and fund-raising.

**Objective B:** Provide information about current funding opportunities.

**Action Statements:**

- (1) *Compile and maintain a list of funding sources and criteria.*
  - (a) Website.
  - (b) Listserv.
- (2) *Arkansas Watershed Funding Directory.*

**Objective C:** Provide various types of support to assist with needs of watershed groups.

**Strategy 1:** Seek commitment from AR watershed Advisory Group member agencies and others to provide various types of support.

**Action Statement:**

- (1) *Continue to request letters of support from agency and organization directors.*

**Strategy 2:** Provide various types of support to assist with the needs of newly formed Watershed groups.

**Action Statements:**

- (1) *Appoint a planning advisor for group formation.*
- (2) *Provide workshops and training.*