



2016-2018 Strategic Plan

Vision Statement:

To help communities through education, development, improvements and projects to improve the natural resources and quality of life of the citizens of an eight county region of north Alabama.

Mission statement:

“To improve the quality of life of the residents of its area by the reasonable and responsible protection and development of the human and natural resources of the Tennessee Valley.”

Core values:

These are our beliefs and behaviors. We believe in achieving our Vision and Mission by operating legally and ethically using common sense decision making tempered with honesty, integrity, and compassion.

<u>Leadership:</u>	The courage to make good decisions.
<u>Collaboration:</u>	Leverage individual strengths into collective excellence.
<u>Integrity:</u>	Be ethical, honest and real.
<u>Accountability:</u>	We all own what we do individually and collectively.
<u>Passion:</u>	Committed in heart and mind
<u>Diversity:</u>	To be inclusive to the least of us as well as the most of us.
<u>Quality:</u>	To do the best we can a little better every day.

Analysis: Where we are now.

Strengths:

- 1) We offer talent, experience and the organizational structure to provide flexible and accountable service with integrity to our customers.
- 2) We have accountability, diverse representation of our communities, and deliver exceptional education programs especially through the WaterWorks Center for Environmental Education.



2016-2018 Strategic Plan

Weaknesses:

- 1) Trying to do too much without adequate staffing.
- 2) Weak in advertising and public relations.
- 3) Sometimes not timely in disposition of information and providing user friendly financial statements.

Opportunities:

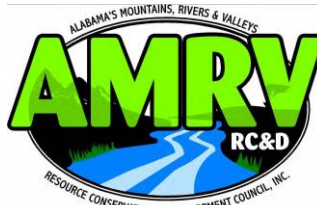
- 1) To use all media (including social media), to report directly to our membership and communities we serve.
- 2) More school involvement.
- 3) Explore long term corporate and business sponsorships and funding.
- 4) Increase local community involvement.

Threats:

- 1) Competition: Other water quality, natural resources agencies
- 2) Limited funding
- 3) No replacement plan/resource for staff
- 4) Uneducated public with no understanding for environment
- 5) Don't care attitude from new generation
- 6) Loss of funds

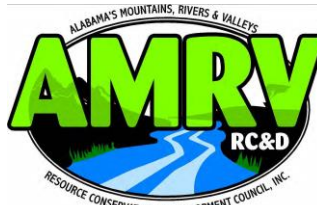
Long-term goals: Our Road Map for the Future....

- 1) Sustainable Use and Development of our Natural Resources
- 2) Natural Resource /Environmental Education
- 3) Quality of Life Improvement



2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Sustainable Use and Development of our Natural Resources	Community Gardens Installed	<ol style="list-style-type: none"> 1) Fort Payne High School 2) Brindlee Mountain Primary School Garden and Rain barrel Installation 	2 Completed		
	Farm to Market Projects	<ol style="list-style-type: none"> 1) North Alabama Agriplex 2) Lawrence Co SWCD Farm to Fork Dinner 3) Madison Co SWCD Ag Tour 4) CASA Madison Co 5) Food Bank of North Alabama Farm Food Collaborative 	5 Completed		
	Farmers Market Projects	<ol style="list-style-type: none"> 1) Cullman SWCD farmer's market 	2 Completed		



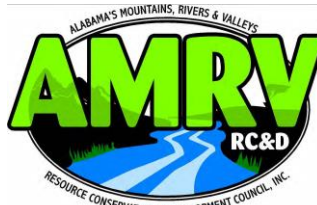
2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Sustainable Use and Development of our Natural Resources	Farmers Market Projects	2) ACES Urban Affairs-- Farmer's market storage building and signage 3) Madison Co Commission--- Farmers Market Revitalization	2 Completed		
	Agricultural Innovation Projects	1) AMRV rainwater catchment systems 2) AMRV Small farmer Planter	2 Completed		
Natural Resource and Environmental Education	Students Educated at WaterWorks	1) Youth Corp 2) Field trips	1 program Completed 450 students educated		
	Farmers Workshops	1) Madison Co SWCD Farm Tour 2) ACES Urban Affairs New & Non--- Traditional	4 Completed		



2016-2018 Strategic Plan

Specific 3 Year Goals	Specific yearly Objective	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Natural Resource and Environmental Education	Farmers Workshops	3) Madison Co SWCD--- Farm Her Ag Tour 4) 13 Small Farmer Outreach Events	4 Completed		
	County Natural Resource Conservation Educational Efforts	1) WELP--- Big Springs Ecological Workshops 2) Madison Co Cooperative Ext Urban Youth Farm Day 3) Jackson Co Extension--- Jackson Graham Farm & Nature Center 4) Sand Mountain Lake Guntersville Watershed	4 Completed		
	School Outdoor Educational Areas	1) Sparkman Middle water feature	4 Completed		



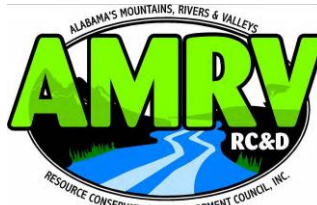
2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly Objective	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Natural Resource and Environmental Education	School Outdoor Educational Areas	2) Sparkman school special needs playground 3) Danville High School recreation area topsoil for drainage 4) Sylvania High school rain barrel installation	4 Completed		
	Water Festivals	1) Limestone Water and Sewer--- water festival 2) Madison County Commission water festival	2 Completed		
	Hoop or Green Houses	1) Guntersville High School Ag Science Greenhouse Repair	1 Completed		



2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly Objective	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Natural Resource and Environmental Education	Teacher Workshops		0 Completed		
	Social media and Emerging Technology Systems Developed for ecological protection and education	1) Morgan Co 4---H Robotics Competition	1 Completed		
Quality of Life Improvement	Community Parks Improved	1) Town of Eva Shorty Ryan Park Education Station 2) Cullman Co. Parks	2 Completed		
	Senior Citizens Projects completed	1) CASA wheelchair ramps	1 Completed		
	Minority Community Projects	1) AMRV Youth Corps	1 Completed		
	American Indian Projects	1) Echota Cherokee tribe 2) UCAN	2 Completed		



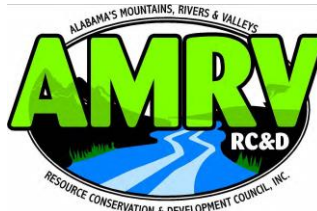
2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly Objective	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Quality of Life Improvement	Job Training Educational Programs	1) Arab High school welding lab upgrades	1 Completed		
	New Technology at Schools	1) Elkmont High Welding lab 2) West Limestone High instructional production lab 3) ACES Clicker Technology 4) Cullman Co SWCD Ag trailer for education 5) Dolly Parton Imagination Library 6) AMRV Technology for Education 7) Limestone Co Schools iPads for nonverbal students	8 Completed		



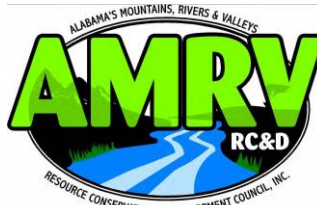
2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly Objective	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Quality of Life Improvement	New Technology at Schools	8) Guntersville High School bought supplies to upgrade welding	8 Completed		
	Outdoor Sports Projects	1) West Morgan High School Baseball 2) Field Tarp Austin High School---to cover baseball field	2 Completed		
	Miscellaneous	1) Bob Jones Community Center 2) Defib Athens High School, Defib Athens Bible School, Defib Limestone County Schools 3) Hatton Fire Dep--- equipment upgrade	18 Completed		



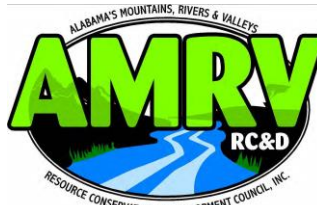
2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly Objective	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Quality of Life Improvement	Miscellaneous	4) Lawrence Co Industrial Development Board-- Mallard Fox landscaping 5) Town of Courtland--- town hall energy efficient window upgrades 6) Dekalb Fischer Rescue Squad Night Time Portable Generator & Light 7) Search dog Unit Resources. 8)Woodville Library Facilities Improvements New energy efficient lighting and relocation of vents to heat and cool the area.	18 Completed		



2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly Objective	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Quality of Life Improvement	Miscellaneous	9) City of Athens Trinity Community Center---addition of new tables and chairs. 10) Energy Efficient Windows for Town Hall of Courtland 11) Community Library Hillsboro 12) Moore's Mill Volunteer Fire and Rescue personal gear 13) Athens Limestone Co RSVP Program (tax program) 14) Rainesville Police Dep. Youth Day in the Park	18 Completed		



2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly Objective	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Quality of Life Improvement	Miscellaneous	15) Town of Hillsboro community resource room (digital library) 16) ARAB ROTC--- Classroom Improvement 17) TARCOG Launch 2035 multi county planning group 18) North Courtland Road Construction	18 Completed		
Board and Staff Capacity Development	Training Events for Board and Staff Members	1) AMRV board training	1 completed		
Maintenance and Sustainability	WaterWorks maintenance	1) Interior and Exterior painting 2) Lawn Equipment replacements 3) Replace Van 4) Repairs	#2 & #4 maintenance projects completed		



2016-2018 Strategic Plan

Specific 3 Year Goals	Specific Yearly Objective	How Objective was Achieved	Measure of Success 2016	Measure of Success 2017	Measure of Success 2018
Maintenance and Sustainability	WaterWorks Programs Enhancements	1) Support delivery of educational programs through innovative grants 2) WaterWorks Aquarium 3) Turtle habitat 4) Touch and Go	4 completed		
	Enhance Financial Stability	1) Liquidation of Lola Boyd Property 2) AMRV Property management 3) AMRV Insurance	#2 & #3 completed		