

**MWCA Strategic Plan  
2008-2012**

**Envisioned Future**

*Implementation of the Weed Management Plan*

**Core Purpose**

*Weed Management*

**Core Values**

*Awareness*

*Leadership*

*Education*

*Working Together*

**Strategic Direction**

- Continue building leadership with board to facilitate endorsement, funding and implementation of Montana's weed management plan.
- Increase awareness until noxious weeds are considered the number one environmental issue in Montana.
  - Reframe noxious weed issue to engage the public
  - Increase noxious weed funding to deliver messages
  - Educate elected officials on the impacts of noxious weeds
- Invest in weed control technology development
  - Develop a data base of the most effective weed control strategies and develop links to databases for best management practices
  - Promote increased funding for research and development
- Focus efforts on increasing unrestricted income by 50% and grant income as much as needed to complete awareness and research goals
  - Increase MWCA memberships
    - Provide training in fund development
    - Review membership levels, increase where feasible
    - Recruit high level committee to solicit memberships
      - Individuals
      - Corporations
  - Enhance all earned income, ensure costs to produce income are below amount charged and identify areas affected by earned income
  - Seek grants from foundations, corporations, and government to support education, awareness and MWCA goals
- Enhance partnerships to ensure success
  - Identify existing efforts in schools, nonprofits, governments, etc pertaining to weed control
  - Begin to develop relationships with others to support mutual efforts
  - Identify funders interested in weed control and develop potential partnerships.