

**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.