

August 8, 2008

Lake Plains RC&D Members and Partners

Attached is a draft of the Area Plan that the Lake Plains RC&D Council is working on as required by USDA-NRCS. This Area Plan acts as a contract between NRCS and the Council for the Council's accomplishments in the next five years. The Council will be responsible for the accomplishments of the work items listed in the Area Plan.

The plan is comprised of 4 required elements: Land Management, Water Conservation, Community Development, and Land Conservation. The Council has the option to also include Council Development.

The Council and its partners are being asked to develop goals, objectives and strategies that meet the SMART criteria of Simple, Measurable, Attainable, Reasonable and Timely as they relate to a customer survey that was completed in the spring.

The attached draft contains the top three issues from the survey in each of the four elements. These issue statements were general and generic in form and do not meet the SMART format. The draft contains sample or example statements that show how a SMART goal could be written. These examples should not be used as the goal, objective or strategy statement in the final area plan unless they are directly in line with expected Council activities.

Your task is to review the survey statements and develop goal, objective and strategy statements along the same line as the examples. The statements should expand the ideas from the survey results and yet should be realistic in what the Council can get accomplished in the next five years. Keep in mind that the objectives are steps the Council needs to accomplish to meet the goals and that the strategies are the means to meet the objectives. Please note that not every goal has the same number of objectives and that not every objective has the same number of strategies.

It is also important to remember that this plan should include contributions from Council members, sponsors and project partners and is not intended to be a work plan for the RC&D Coordinator and Secretary.

I know this looks like a daunting task, but it can be accomplished if everyone gives it some effort.

If you have any questions or concerns, please contact me at (716) 699-2375 x5.

Sincerely;

JoAnn