

# Lord Fairfax SWCD Strategic Plan FY18-FY21

## **Vision:**

**Productive Soil and Water for the benefit and enjoyment of the people.**

## **Mission:**

**To conserve, protect, and enhance the quality of our region's soil and water.**

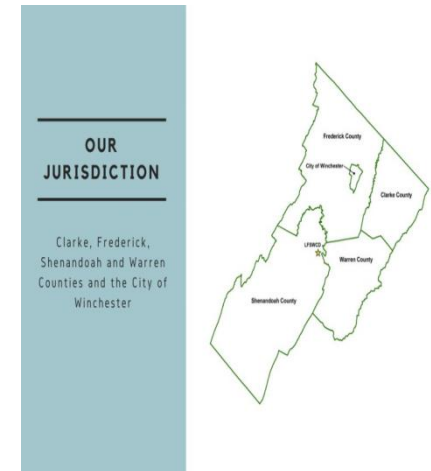
## **About Us:**

Organized under the authority of the Soil Conservation District Law as passed by the Virginia General Assembly of 1938, the Lord Fairfax Soil and Water Conservation District is responsible for activities in the counties of Clarke, Frederick, Shenandoah and Warren, and in the City of Winchester in support of our mission.

The State provides funds to the District and establishes requirements for Agricultural and Urban Best Management Practices (BMPs) to carry out our conservation activities. Local counties also provide limited funds for the District's work, and the District seeks grants and other financial assistance when possible.

In cooperation with the USDA Natural Resources Conservation Service, State and local governments, and private organizations; the District's professional staff, Directors, and Associate Directors work with landowners who want to undertake BMPs.

The District provides educational programs targeting both youth and adults to promote ecologically sound use of land and water resources. The District is also responsible for the operation and management of two dams, both located in the Basye area of Shenandoah County.



We work with the people who work the land.

# Lord Fairfax Soil and Water Conservation District

Strategic Plan Effective Dates: July 1, 2017 through June 30, 2021

Goals	<p style="text-align: center;"><b>1</b></p> <p style="text-align: center;">Strengthen the Capacity of the District by Improving Its Organizational Efficiency and Effectiveness</p>	<p style="text-align: center;"><b>2</b></p> <p style="text-align: center;">Maintain and Enhance a District Advocacy Plan</p>	<p style="text-align: center;"><b>3</b></p> <p style="text-align: center;">Increase and Stabilize LFSWCD Funding</p>	<p style="text-align: center;"><b>4</b></p> <p style="text-align: center;">Strengthen the Capacity of the District to Effectively Address the Soil &amp; Water Conservation Needs of Our Communities</p>
Key Activities	<ol style="list-style-type: none"> <li>1. Ensure the appropriate level of representation of local jurisdictions by Directors and Associate Directors.</li> <li>2. Ensure the appropriate level of technical staff to support District's work load.</li> <li>3. Provide for the continuing education and training of Board members and staff in conjunction with the VASWCD Educational Foundation and other partner organizations.</li> <li>4. Improve the use of Committees to develop and manage specific initiatives.</li> <li>5. Develop and implement concepts, tools, and technologies to improve District efficiency and effectiveness.</li> </ol>	<ol style="list-style-type: none"> <li>1. Support the VASWCD annual legislative priorities.</li> <li>2. Maintain effective relationships with Federal, State, and local government decision makers.</li> <li>3. Advocate within the District on SWCD member approved policies.</li> <li>4. Develop and maintain State and local partnerships to promote District mission.</li> </ol>	<ol style="list-style-type: none"> <li>1. Work collaboratively with State and local governments to increase the District's funding streams equitably.</li> <li>2. Identify grants and other sources of financial assistance to support the District's work.</li> </ol>	<ol style="list-style-type: none"> <li>1. Strengthen existing partnerships and develop new ones to support the work of the District.</li> <li>2. Develop and evaluate public relations initiatives to enhance awareness and value of District activities.</li> <li>3. Sponsor and promote District recognition programs.</li> <li>4. Support and develop programs that educate and involve members of the community in the work of the District.</li> <li>5. Develop, share and implement an Annual Plan of Work.</li> </ol>

Signed: \_\_\_\_\_

Date: June 8, 2017

Richard Hoover, Chair



*The Commonwealth of Virginia supports the Lord Fairfax Soil and Water Conservation District through financial and administrative assistance provided by the Virginia Soil and Water Conservation Board and the Department of Conservation and Recreation.*

*The District also receives financial and administrative support from the Counties of Clarke, Frederick, Shenandoah, and Warren, and the City of Winchester.*



### OUR BOARD

Board of Directors -  
12 members

- Richard Hoover, Chair (Warren)
- Ira "Buck" Richards III (Warren)
- Corey Childs, Appointed Director - Extension Agent
- Joan Comanor, Vice Chair (Shenandoah)
- Mary Gessner (Shenandoah)
- James Fagan, Appointed Director - At Large
- Kermit Gaither (Frederick)
- Kitty Hockman-Nicholas (Frederick)
- HB Simpson (Winchester)
- Paul Burkholder (Winchester)
- Justin MacKay-Smith (Clarke)
- Wayne Webb (Clarke)

