

The Future of the Minnesota Erosion Control Association



Strategic Plan
2008-2013

Mission Statement

The purpose of the Minnesota Erosion Control Association is to advance effective stormwater management and erosion control practices.

Vision

To protect the quality of Minnesota's natural resources, specifically soil and water, through educational training, conferences, financial coordination, and information sharing between diverse public and private groups.

Introduction

Since 1988, the Minnesota Erosion Control Association (MECA) has played a key role in the evolution of effective standards and practices in stormwater management and erosion and sediment control. MECA has a proud history of highlighting the latest science, techniques and collaborative efforts in Minnesota and across the nation. In the rapidly changing environment of erosion control and stormwater management, we strive to continue these efforts today.

After an extensive strategic planning process, MECA has charted its path for the next five years. This document serves as the framework for MECA's activities and a means by which we can evaluate our effectiveness.

Overall Strategic Goals

In order to be an effective force in advancing effective stormwater management and erosion control practices, MECA will find the most effective means to:

1. Promote understanding between diverse groups.
2. Serve as a clearinghouse for erosion control and stormwater resources.
3. Provide unique technical trainings on innovative tools and techniques.
4. Highlight innovative practices and technologies.
5. Promote existing credentialing programs.

Strategic Goal 1: Promote understanding between diverse groups

Objectives (numbers) Initiatives (letters)

1. Provide forums for discussion between contractors, builders, developers and regulators.
 - a. Offer more opportunities for exchange at MECA events.
 - b. Promote consistency in regulatory requirements.
2. Hold Annual Conference.
 - a. Hold sessions applicable to diverse groups including developers, consultants and regulators.
 - b. Hold workshops targeted toward builders.
 - c. Hold trade show to involve suppliers and consultants.

Strategic Goal 2: Serve as a Clearinghouse of Erosion Control and Stormwater Resources

1. Enhance the MECA website
 - a. Add new features that will provide unique and pertinent information to MECA stakeholders and their audiences.
2. Pursue other opportunities to serve as an information clearinghouse for the erosion control and stormwater management industry.

Strategic Goal 3: Provide Unique Technical Trainings on Innovative Tools and Techniques

1. Pursue statewide workshop and training opportunities including field based workshops and demonstrations.
 - a. Provide classroom and field based workshops and demonstrations for a host of erosion control and stormwater management topics and audiences.
2. Promote and provide training for stormwater and erosion control regulators.
3. Continue to pursue opportunities to provide education for installers and contractors.
4. Pursue MS4 education opportunities, including pollution prevention/good housekeeping for municipal operations.
5. Pursue opportunities to make erosion and sediment control and stormwater management education more readily available and integrated into existing education programs.

Strategic Goal 4: Highlight Innovative Practices & Technologies

1. Recognize excellence in stormwater management and erosion and sediment control.
2. Highlight outstanding projects and effective products.
3. Use trainings and conferences to highlight innovative practices and technologies.

Strategic Goal 5: Promote Existing Credentialing Programs

1. Promote existing training programs.
 - a. List certification programs on web site with links for more information.
 - b. Sponsor certification courses (identify specific courses).
 - c. Provide web links to lists of certified individuals.
2. Advocate for training requirements.
3. Continue to offer professional development hours for MECA courses.
4. Implement Charlie Parnell Memorial scholarship program.