



# **Minnesota Erosion Control Association Strategic Plan**

**Updated August 2023**

## **Mission Statement**

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

## **Vision**

Protecting 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, MECA has played a key role in the evolution of effective standards and practices in stormwater management and erosion and sediment control (ESC). 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 in 2008, MECA charted its path for the next five years. This document was revised in 2023 and serves as the framework for MECA's activities and a means by which we can evaluate our effectiveness.

## **Overall Strategic Goals**

To advance effective stormwater management and erosion control practices, MECA will strive to:

1. Promote understanding between diverse groups.
2. Highlight innovative practices and technologies.
3. Support credentialing programs to enhance industry competencies.
4. Lead an esteemed association to serve Minnesota's stormwater management and ESC industry.

## **Strategic Goal 1: Promote understanding between diverse groups.**

### **Objective 1: Provide a forum for diverse public and private groups.**

- Initiative 1: Hold the Annual Conference and Trade Show to involve diverse public and private groups, including government agencies, developers, consultants, suppliers, and regulators.
- Initiative 2: Create networking opportunities for individuals to connect through the Annual Conference, workshops, and other events.

### **Objective 2: Educate legislators on erosion control and stormwater management to promote adoption of pertinent and enforceable laws as opportunities arise.**

## **Strategic Goal 2: Highlight Innovative Practices and Technologies.**

### **Objective 1: Recognize excellence and innovation in stormwater management and ESC.**

- Initiative 1: Continue the award program at Annual Conference.
- Initiative 2: Use the MECA newsletter to highlight innovative projects and products.

### **Objective 2: Invite speakers from Minnesota and nationwide to deliver knowledge and meaningful content through workshops and the Annual Conference.**

### **Objective 3: Provide unique training opportunities.**

- Initiative 1: Provide a variety of ESC and stormwater management workshops and training opportunities, including specialized workshops, field workshops, and demonstrations.
- Initiative 2: Offer workshop and training opportunities state-wide.

## **Strategic Goal 3: Support Credentialing Programs to Enhance Industry Competencies.**

### **Objective 1: Promote existing certification programs.**

- Initiative 1: Include certification courses in the Annual Conference pre-conference workshop offerings.
- Initiative 2: Share resources for industry-related certifications and training with the MECA membership.

### **Objective 2: Continue to offer MECA training opportunities that generate professional development hours.**

### **Objective 3: Explore opportunities for strategic partnerships with other professional groups.**

## **Strategic Goal 4: Lead an esteemed association to serve Minnesota's stormwater management and ESC industry.**

### **Objective 1: Provide cost-conscious, high-quality professional development opportunities.**

- Initiative 1: Improve delivery of workshops and conferences through analysis of past attendance, evaluation results, and profit/loss.
- Initiative 2: Use surveys to receive feedback from participants.

**Objective 2: Sustain the MECA membership base with recruitment of new members and retention of existing members.**

**Objective 3: Promote the MECA brand with implementation effective communication tools.**

- Initiative 1: Maintain the MECA website and social media accounts by completing periodic updates to content and advertisement of upcoming workshops and training opportunities.
- Initiative 2: Keep members informed of upcoming events via periodic emails.