

October 23, 2019, 9 – 1:30 p.m.

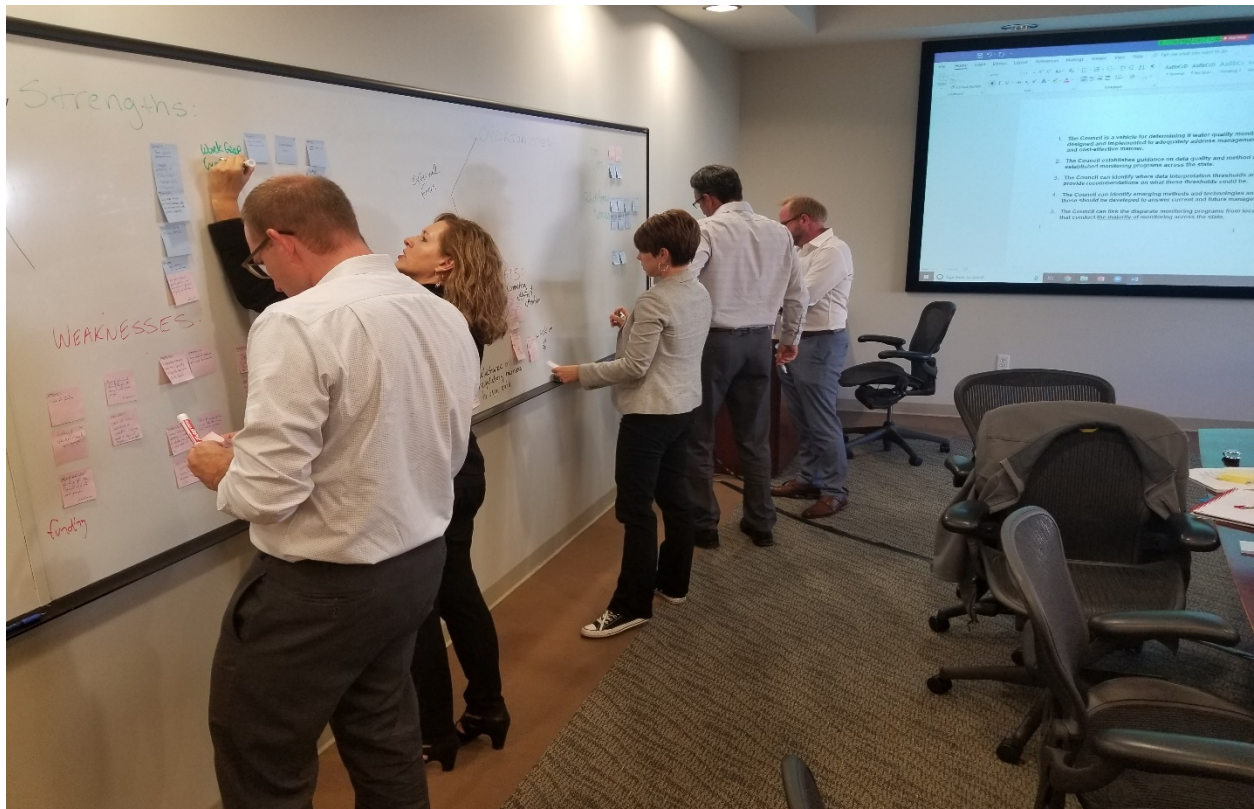
Strategic Planning Subcommittee Meeting Summary

Attendance: Grant Sharp, Karen Mogus, Jared Voskuhl, Nick Martorano, Peter Vroom, and Shelly Walther.

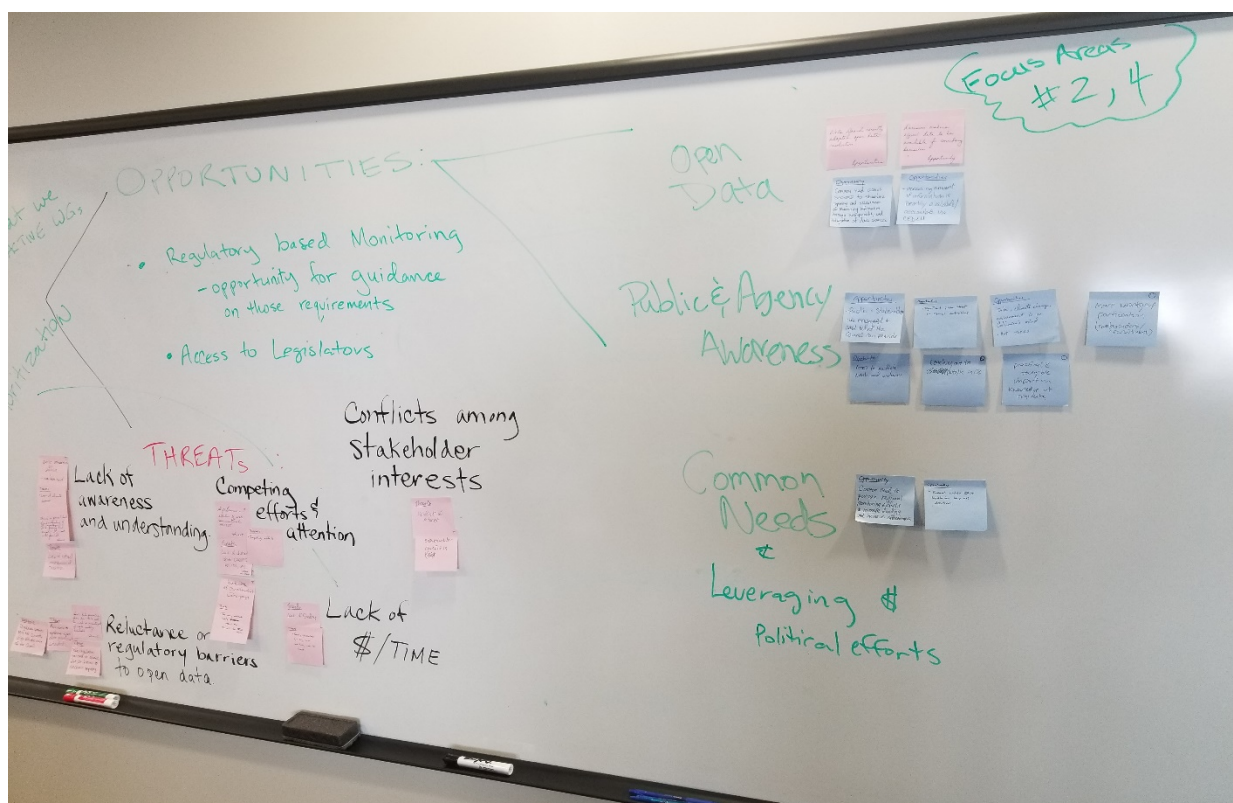
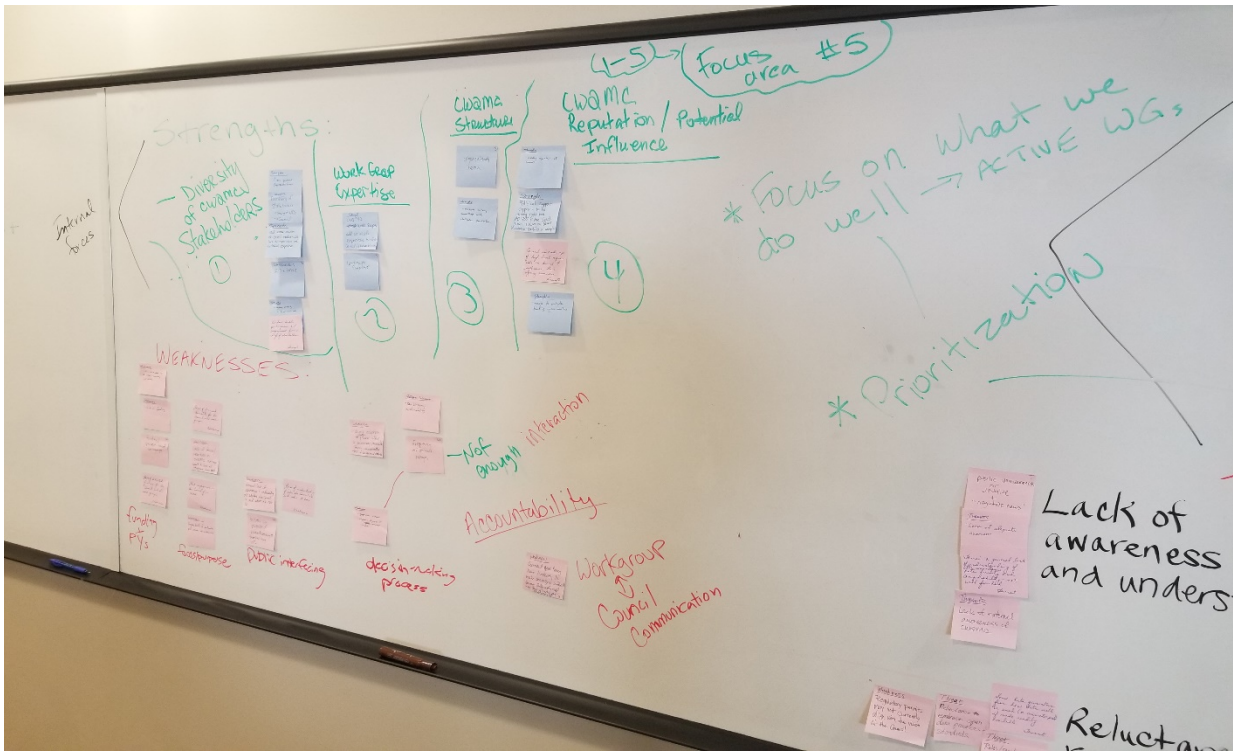
The meeting kicked off with a group S.W.O.T. exercise where each participant used sticky notes to identify the following:

- **Strengths** – internal factors that allow the Council to take advantage of opportunities or reduce barriers.
- **Weaknesses** – internal factors or challenges that prevent the Council from taking advantage of opportunities or reducing barriers.
- **Opportunities** – external factors that allow the Council to take action, build membership, or improve value to the community.
- **Threats** – external factors that hinder goal attainment, sustaining momentum, or long-term survival.

The team then split up and broke up the sticky notes into specific categories by similar topic.



We then reviewed the information in each of the categories and examined how they related to the Five Focus Areas the subcommittee identified where the Council provide value with specifically in light of the Open and Transparent Water Data Act (AB 1755, Dodd).



Following this categorization and discussion we revisited the Dynamic Strategic Planning tools presented at the [September 5, Council Meeting](#). The general goal of the meeting was to draft a more complete Strategic Map to utilize as a baseline framework for the all-day meeting on January 14, 2020.



The key missing pieces we focused on was a Vision, Mission, and Core Values for the Council.

Vision: The Subcommittee decided that the vision should describe the long-term change that you would like to see brought about in an ideal world, as a result of the organization's work. The Subcommittee came up with the following draft vision statements:

- **A world class water quality and ecosystem monitoring network for California.**
- A world class water quality and ecosystem monitoring system in California.
- California water quality and ecosystem monitoring produces state of the art information.
- California water quality and ecosystem monitoring produces world class information.
- California water quality and ecosystem monitoring produces defensible information.

The preferred choice is highlighted in yellow.

Mission: The Subcommittee decided that the mission statement should reflect the core message of the organization's purpose and reason it exists, what we are trying to do, why, and for whom. The Subcommittee came up with the following draft mission statements:

- Enhance water and ecosystem health monitoring programs by providing a venue for coordination and developing guidance and recommendations to build a comprehensive statewide network for Californians.
- Improve water and ecosystem health monitoring programs and data quality by providing a venue for coordination, developing guidance and recommendations and making information available to the public.
- Improve water and ecosystem health monitoring programs by providing a venue for coordination to develop guidance and recommendations for increased data quality.

The preferred choice is highlighted in yellow.

Core Values: The Subcommittee decided that the core values guide all aspects of your programs and activities in terms of principle and practice. The Subcommittee came up with the following core values:

- Collaboration and Innovation
- Communication and Transparency
- Integrity and Accountability
- Scientific Validity and Reliability

Objectives/Goals: Actions that help achieve the mission or overall purpose with clear direction. The following are objectives or goals as gleaned from previous discussions:

- Assess water quality and ecosystem monitoring programs.
- Establish guidance on data quality and method consistency.
- Identify where data interpretation thresholds are needed.
- Identify emerging monitoring methods and technologies.
- Turn data into information for stakeholders and decision makers.
- Build partnerships to increase participation and outreach.