



Colorado Watershed Assembly Strategic Plan

Mission

The Colorado Watershed Assembly (CWA) supports collaborative efforts to protect and improve the conservation values of our state's land, water, and other natural resources by providing the network to connect a diversity of interests with Colorado's watershed groups and other decision makers.

Brand

- Healthier watersheds through stronger local watershed groups

Position

- CWA is a trusted resource where individuals involved with local watershed organizations can go to find information and guidance to help build a constituency, including updates on policy changes and practical advice to help identify and implement projects.

Desired Impact

- CWA seeks to broaden the engagement of local citizens with the health of Colorado's watersheds

Role/ Method

- CWA provides the network to link technical, scientific, social, organizational and financial resources to local watershed organizations in order to realize the desired impact

Practices

- Developing organizational capacity in the key areas that lead to strong, impactful watershed organizations
- Convening local watershed groups to share expertise and build skills

- Ensuring a voice for local watershed organizations
- Analyzing larger trends and issues to understand their impact for local watershed organizations

Values

- Supporting the watershed protection at the local level by emphasizing local control, local agenda-setting, and engaging local expertise.
- Growing the “water ethic” by engaging citizens in work to benefit their watershed as a way to grow local stewardship, understanding, and connection to the local resource.

Distinctive Competencies

- Understanding and communicating the role local watershed organizations play in Colorado’s larger water community
- Understanding the capacity building needs of local watershed organizations
- Identifying and delivering timely and relevant programs, products, and information to local watershed organizations
- Discerning/ analyzing larger trends/ issues for their impact at the local watershed level

Core Constituents

- Local watershed organizations (e.g. staffs, boards, and high-level volunteers)
- State and local -decision-making bodies (e.g. state legislature, local governments, special districts)
- State agencies (e.g. Colorado Department of Health and Environment, Colorado Water Conservation Board, Colorado Parks and Wildlife)
- Nonprofit partners (e.g. Colorado Foundation for Water Education, land trusts)

Strategic Goals

In the next three years, CWA will:

- Reinvigorate relationships with our members to ensure that we understand the needs of local watershed groups and that we are providing programming that is real and relevant by
 - Crafting a cohesive message that defines the role of CWA and the results it creates
 - Implementing a constituent engagement strategy

- Build capacity of local watershed groups by providing tools and resources for organizational development and by connecting watershed organizations to one-another in support of collaborative problem-solving
- Develop key relationships with public officials and state agencies to ensure that decision-makers understand the valuable role that citizen science and local watershed groups play in the state's water planning and to ensure that CWA keeps a pulse on emerging issues and can analyze and communicate potential local impacts to our members
- Strengthen our own organizational capacity to ensure that CWA is financially-robust and ably-staffed to meet its mission
- Implement an organizational development plan that builds CWA's internal infrastructure (structure, systems, procedures, staffing, additional board members etc.) to ensure it meets its strategic goals

Reaffirmed by the Board of Directors of the Colorado Watershed Assembly
May 18, 2015



Ted James, President

The Colorado Watershed Assembly would like to thank Conservation Impact for their assistance with their strategic planning process.