

Wisconsin Lakes Partnership Strategic Plan 2011-2021

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Strategic Planning

- Strategic planning is the process by which an organization envisions its future and develops the necessary procedures and operations to achieve that future. The basic steps of the strategic planning process include information gathering and analysis, identification of critical issues facing the organization, development of a strategic vision, mission review/revision and the development of strategic goals and strategies.

Trends

- Government downsizing
- Technology/Social media
- Loss of expertise & institutional knowledge
- Nature deficit disorder
- Aging demographics
- Climate change
- Increased focus on economies of Natural Resources
- Resource degradation
- Increase awareness of Aquatic Invasive Species
- Changing Recreation Interests
- Divisive politics
- Energy crisis/inflation
- Being “Green”
- Wisconsin is a natural focus for Lakes issues (NALMS)
- Lots to be learned from Wisconsin’s lakes
- Value of Water as a scarce resource
- Significantly lowered budgets
- Less time “just give me the take home message”

Issues

- Diminishing environmental connection among the stakeholders & audiences
- Resource degradation & environmental change continues
- Smaller government means doing more with less
- Lakes are but one issue in a growing, sometimes chaotic, universe of issues

Issues

- Occasionally inconvenient facts about lakes are not commonly used as a decision-making basis. Instead, short-term economics, political popularity, myths, habits and preconceived notions drive decisions.
- Shoreland habitat health remains as “unfinished business” and could be a good problem for the partnership to tackle.
- The political résumé/strategy of the partnership is underdeveloped - The partnership needs more coalition building, better messaging and communication, more robust resources, and increased policy acumen.

Issues

- Attracting & engaging new partners
- Clarification of partner roles - identifying which partners are capable of/best at the needed tasks - fix gaps & minimize overlaps.
- The partnership has not always acknowledged the broader realm of “partners”
- The current partnership focuses on the lake riparians sometimes at a cost of not engaging the broader lake constituency.

Mission

The Wisconsin Lakes Partnership provides extraordinary leadership through education, science and public policy based on a strong commitment to a Lake Ethic and the Public Trust Doctrine

Vision

This unique public/private/citizen partnership is a global model and the primary reason Wisconsin is credited with the best lakes in the nation.

Slogan

Protecting in Partnership Our Legacy of Lakes

Goal I

- The Wisconsin Lake Partnership is structured to ensure communication and coordination of key statewide groups (DNR, Wisconsin Lakes, UW Extension Lakes) while also engaging new groups of stakeholders and agencies at the state, regional, and local levels.
- Sample Objective: By 2013, the partners will create a stand-alone Wisconsin Lakes Partnership web presence that serves as a news and calendar clearinghouse that can be shared and used by any Partnership member.

Goal II

- The Wisconsin Lakes Partnership has a stable and diversified source of funding for operations and events.
- Sample Objective: By 2014, the partners will create an endowment fund with a statewide partner to receive charitable donations and by 2018, interest from the fund is helping to finance Wisconsin Lakes Partnership activities.

Goal III

- The Wisconsin Lake Partnership inspires people and communities to appreciate and care for lakes.
- Sample objective: By 2012 the Wisconsin Lakes Partnership will begin hosting “Lake Ethic Forums” in communities and with organizations that have a stake in the health of our lakes to begin articulating the key principles of a Wisconsin Lake Ethic.

Goal IV

- The Wisconsin Lake Partnership uses lake health as a measure of success and therefore promotes science-based and community-driven decision-making to protect and improve the state's lake resources.
- Sample Objective: Beginning in 2011 and every two years thereafter, the Wisconsin Lakes Partnership will synthesize, summarize, and communicate the “State of the Lakes” to as wide an audience as possible, reporting on the ecological health of the resource from a range of dimensions.