

**MIDDLE JAMES ROUND TABLE  
STRATEGIC ACTION PLAN**

- The mission of the Roundtable is to improve the water quality throughout the middle part of the watershed of the James River by
- Improving communication and coordination between citizens, governments and groups that impact, use or benefit from the River and its tributaries
  - Being a resource for governmental and non-governmental decision-makers
  - Conducting education and demonstration projects
  - Working with other James River advocates

Vision: The Roundtable envisions citizens, organizations, communities, governments and businesses working together keep the waters and ecosystems of the James River and its tributaries clean, enjoyable, and a healthy.

Goals	The below was approved at a meeting of the Steering Committee on August 11, 2009, reviewed during 2009 and approved by Steering Committee on January 21, 2010	Next 3 steps	Start – End Date	Project Cost	Who Will Accomplish	Status	Notes
<b>Goal #1</b>	<b><i>Provide meetings and various communications for stakeholders to interact</i></b> <b><i>Action steps:</i></b>						
G1;a.	a) <i>Hold an annual meeting for all stakeholders (note :mandatory)</i>	1. Select Location 2. Select Date 3. Set Agenda – see G2; b, G2;c, G3; a	Completed 03/12/09; Planned 03/ 25/10		Executive Steering; Planning Committee	In progress	next meeting date: 3/25/10
G1;b.	b) <i>Hold special topic meetings as appropriate (combine with annual meeting)</i>	combine G1;Aa 1. Select Topics 2. Get facilitator(s) 3. Coordinate with others	Rolled into annual Meeting 3/25/10		Executive Steering; Planning Committee	Combined with 2010 annual meeting	See G1; a
G1;c.	c) <i>Maintain a website, blog, videos, twitter, etc. for information exchange</i>	1. Determine best platform 2. Determine content & policies for information 3. Implement 4. Complete on-going updates	Jan. 1 <sup>st</sup> – Dec. 31st		Executive Steering; Roundtable Coordinator	On-going	See G2;a
G1;d.	d) <i>Send a newsletter on a quarterly basis</i>	1. Continue current newsletter 2. Ask members to submit	Jan. 1 <sup>st</sup> – Dec. 31st		Executive Steering; Roundtable Coordinator	On-going	

		3. Distribute via email					
<b>Goal #2</b>	<b><i>Provide resources for governmental and non-governmental decision-makers</i></b>						
	<b><i>Action steps:</i></b>						
G2;a.	a) <i>Maintain a blog site and/or publish a newsletter to provide information on Legislative alerts, and updates on regulations.</i>	a) Put info in the newsletter and blog Handout at annual meeting re: grants, updates	Jan. 1 <sup>st</sup> – Dec. 31 <sup>st</sup>		Executive Steering; Roundtable Coordinator	On-going	See G1: d See G1; a
G2;b.	b) <i>Develop a power point and/or maintain a resources list (including speakers) to provide information about conservation practices (i.e. carbon credits, stream/wetland mitigation banks) for local governments</i>	Incorporate topics into annual meeting's power points 3/25/2010 2010 – utilize other associated orgs. i.e. CBF 2011 – develop internal list	Jan. 1 <sup>st</sup> – Dec. 31 <sup>st</sup>		Executive Steering;	In-progress; defer internal list to 2011	
G2;c.	e) <i>Include references to grants, legislative alerts, updates on regulations, etc, on the blog/website/ newsletter</i>	See G1; c	Jan. 1 <sup>st</sup> – Dec. 31 <sup>st</sup>		Executive Steering; Roundtable Coordinator	On-going	
<b>Goal #3</b>	<b><i>3. Conduct education and demonstration projects</i></b>						
	<b><i>Action steps:</i></b>						
G3;a.	1. <i>Develop a power point presentation on the history, focus and future of the Middle James Roundtable</i>	1. Defer to 2011 (to have in shape to go “on the road”)	2011	Volunteers from general membership needed	Executive Steering; Roundtable Coordinator	Deferred to 2011	
G3;b.	2. <i>Update and distribute more coasters</i>	1. Coasters exist in the media packets 2. Reprints provided for in grant	Jan. 1 <sup>st</sup> – Dec. 31 <sup>st</sup>	In-kind donations	Grant money will be available in May 2010 Distribution will be in the Fall of 2010 and the	In-progress	

					Spring of 2011		
G3;c.	3. <i>Continue media campaign, initiated in 2008</i>	1. Update current media packet 2. Distribute at annual meeting 3. Distribute via emailing list contacts	Jan. 1 <sup>st</sup> – Dec. 31st		Grant	In progress	
G3; d.	4. <i>Design and provide placemats for children for distribution to partner restaurants and educational institutions</i>	Incorporate coaster design into placements.	Jan. 1 <sup>st</sup> – Dec. 31st		Grant	In-Progress	G3;b
<b>Goal #4</b>	<b>4. Work with other James River advocates</b>						
	<b>Action steps:</b>						
G4;a.	a) <i>Represent the Round Table at appropriate meetings for PR; display media content (flyer); exchange information</i>	1. Develop list of target organizations, meetings 2. Update presentation board or rack cards 3. Determine who can go to which meetings – see G4;b 4. Report back at round table meetings	Jan. 1 <sup>st</sup> – Dec. 31st	Need list of advocates who attend associated meetings	Steering Committee Sub-Committee	On-going	
G4;b.	b) <i>Get mission and objectives of the other organizations to see where there may be holes in coverage</i>	1. Develop list of target organizations (or research web) 2. Determine who will cover which organizations – see G4; a 3. Compare our mission/objs. to theirs	Jan. 1 <sup>st</sup> – June 30, 2010		Steering Committee	In-progress	
G4;c.	c) <i>Make sure our community and social media is linked with other James River advocates' media</i>	1. Coordinate with G4;a,G4;b, and G5;a.	Jan 1 <sup>st</sup> – June 30, 2010		Steering Committee	In progress	

Goal #5	5. Build the capacity of our organization <i>Action steps:</i>						
G5;a.	<i>a) Seek a partner to be fiscal agent/ administrator</i>	1. Continue with DCR in 2010 2. Develop list of prospects 3. Evaluate & decide	Defer to 2011		Executive Steering	Deferred	i.e. Soil & Water Cons. Districts; Piedmont; South Centre Corridors RCDC
G5;b.	<i>b) Seek grant funding</i>	Completed - grant obtained for placemats and coasters	Completed		Executive Steering	In-progress	See G3;A6 for 2010
G5;c.	<i>c) Establish a Strategic plan</i>	Present at 3/25/10 annual meeting	9/19/08 - 12/31/09		Executive Steering	In progress	
G5;d.	<i>d) Review the strategic plan in odd numbered years</i>	Completed 2009 Next review: 2011	next: 2011		Executive Steering		
G5;e.	<i>f) Choose action steps as objectives at the beginning of each year</i>	See Work Plan for 2010	1/21/10 Steering Committee Meeting		Executive Steering	Completed for 2010 on 1/21/10	See G5;Ad
G5;f.	<i>g) Expand the membership and stakeholder base</i>	1. Roundtable Coordinator has contact DB 2. Add name & email address 3. Update as needed	Jan. 1 <sup>st</sup> – Dec. 31st		Executive Steering, Roundtable Coordinator	On-going	
G5;g.	<i>Establish and operating handbook</i>	Approved in 2009	Completed			Completed	
G5;h.	<i>Update Roundtable display, utilizing the information flyer about RT</i>	Utilize existing sandwich board (update)	Use at annual mtg. 3/25		Steering Committee	In progress	
G5;i	<i>Develop a rack card</i>	Utilize information in media packet/ flyer	2 <sup>nd</sup> quarter 2010		Steering Committee Roundtable Coordinator	In progress	