

Middle James Roundtable
2017-2018 Strategic Action Plan

I. Provide meetings and various communications for constituents to interact.

A. Annual Meetings

The Roundtable will hold an annual meeting for all constituents. Elections for MJRT committees will be held at the annual meeting. A PowerPoint presentation highlighting the Roundtable's achievements since the previous year's annual meeting will be shown to attendees. The Roundtable Coordinator and steering committee will plan the meeting. A Line item will be set aside within the Roundtable budget to fund the meeting.

B. Marketing

1. **Website.** Roundtable personnel will maintain the MJRT website that supplies Roundtable members with information about the Roundtable and serves as an information exchange.
2. **Other forms.** The Roundtable will continually review forms of marketing available.
3. **Email/Constant Contact.** Roundtable personnel will utilize Constant Contact to reach the Roundtable Membership.
4. **Send announcements on a reoccurring basis.** Roundtable personnel will create announcements of relevant watershed news, events, funding, and job opportunities and distribute it electronically to Roundtable members. Announcements will be sent on a monthly basis, at a minimum.

II. Develop educational materials.

A. PowerPoint history of MJRT

The Executive Committee and Roundtable personnel will develop a presentation on the history, focus, and future of the MJRT.

The presentation can be used at the annual meeting, uploaded to the MJRT website, and used to orient new committee members. The presentation will be updated annually to reflect Roundtable accomplishments since the previous annual meeting.

B. Continue distribution of existing materials.

Continue to distribute outreach materials as available.

C. Identify new education opportunities.

Continue to identify funding sources and ongoing educational opportunities.

III. Maintain and explore partnerships with other James River constituent groups.

A. Promote the Roundtable at appropriate meetings and events.

The Steering Committee will identify and develop a list of target organizations and meetings; develop a brochure, and update the MJRT presentation. Members can report back to the Roundtable meetings with their experience. The Roundtable will ensure our community and social media is linked with our James River advocates' media.

B. Utilize existing relationships to promote MJRT and watershed events/goals.

Middle James Roundtable
2017-2018 Strategic Action Plan

IV. **Build capacity of organization.**

A. **Bi-Annual Strategic Action Plan review.**

The Executive Committee will document issues and completed tasks in the Strategic Action Plan, and will be used to guide the Roundtable in the correct direction. Documentation will be discussed at the bi-annual review.

B. **Develop Annual Plan/Scope of Service.**

The Executive Committee will choose action steps at the beginning of each year.

C. **Expand the membership base.**

The Executive Committee and Roundtable personnel will update when necessary the contact database with name and email address.