

BUSINESS PLANING WORKSHOP



PRESENTED BY THE STRATEGIC PLANNING COMMITTEE

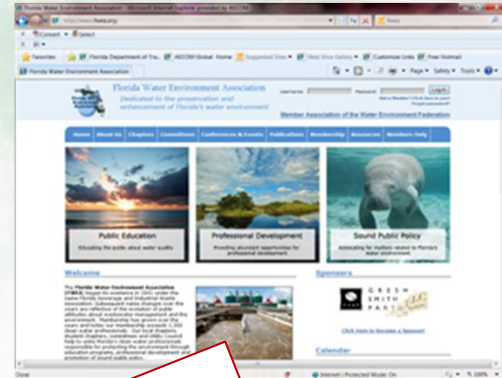
November-2013

BUSINESS PLANNING WORKSHOP

- Benefits
- Process
 - Steps and Schedule
 - President Elect Focus for FY 2014-2015
 - Policies & Procedures
- Tool
- Time Shortcuts
- Summary
- Questions

BUSINESS PLANNING BENEFITS





Success



BP PROCESS

Steps & Schedule

November - December

Prepare and Submit Business Plans

- Process starts
 - BP Available to Chapter & Committees on SPC page
- Directors at Large (DALs) + Steering Committees
- BPs are sent to DALs and DALs send them to SPC

NLT **December 31**

January Review Draft BP

- Review Drafts
- SPC creates and present a summary to the Board of Directors

Summary by Chapter and Committees

Chapters	Activity Count	Budget		
		Revenue	Expense	Net
Big Bend Chapter	12	\$ 4,850	\$ 4,848	\$ 2
Central Florida Chapter	21	\$ 20,100	\$ 20,100	
First Coast Chapter	17	\$ 29,400	\$ 25,650	\$ 3,750
Manasota Chapter	12	\$ 5,200	\$ 4,650	\$ 550
Southeast Chapter	10	\$ 15,950	\$ 14,400	\$ 1,550
Southwest Chapter	12	\$ 15,400	\$ 15,400	
Treasure Coast Chapter	6	\$ 13,500	\$ 13,000	\$ 500
West Coast Chapter	12	\$ 7,200	\$ 7,700	\$ (500)
Committees				
Air Quality Committee	3	\$ 300		\$ 300
FWEA Awards	5		\$ 5,146	\$ (5,146)
Biosolids	7			
Collections	4	\$ 2,500	\$ 2,000	\$ 500
IWR Committee	7	\$ 3,100	\$ 2,400	\$ 700
Leadership Development	1		\$ 10,000	\$ (10,000)
Membership	4		\$ 2,500	\$ (2,500)
PCO Committee	10	\$ 1,000	\$ 8,700	\$ (7,700)
Internal Communications Ctte	4			
Reuse	11		\$ 200	\$ (200)
Safety and Health	3	\$ 2,000	\$ 2,500	\$ (500)
Strategic Planning	12		\$ 2,810	\$ (2,810)
Utility Management Committee	7	\$ 12,800	\$ 7,400	\$ 5,400
WW Process Design and Ops	8	\$ 17,200	\$ 11,700	\$ 5,500
	188	\$ 150,500	\$ 161,104	\$ (10,604)

Summary by Goals and Strategies

Goal	Strategy	Description	Activities	Budget		
				Revenue	Expense	Net
Goal 1		Educate students, stakeholders, and the general public about the Water Quality Profession	149	\$ 35,333	\$ 50,905	\$ (15,572)
	Strategy 1	Engage and Educate the Public through Charitable and Community Activity	44	\$ 19,856	\$ 19,133	\$ 722
	Strategy 2	Engage Young Professionals in Association Leadership	59	\$ 6,806	\$ 9,966	\$ (3,160)
	Strategy 3	Engage and Elevate the involvement of College Students in the Association	39	\$ 2,450	\$ 12,272	\$ (9,822)
	Strategy 4	Encourage Professionals' Involvement in Secondary Science Education	7	\$ 6,222	\$ 9,533	\$ (3,311)
Goal 2		Be a United Voice to Policy Makers in matters related to Florida's Water Environment	89	\$ 32,261	\$ 25,644	\$ 6,617
	Strategy 1	Engage Policy Makers through the Utility Council	17	\$ 4,589	\$ 3,167	\$ 1,422
	Strategy 2	Engage like-minded organizations to maintain a consistent and unified message	34	\$ 9,156	\$ 9,217	\$ (61)
	Strategy 3	Maintain membership value for Professionals of diverse Water Environment interests	38	\$ 18,517	\$ 13,261	\$ 5,256

Summary by Goals and Strategies (Cont.)

Goal	Strategy	Description	Activities	Budget		
				Revenue	Expense	Net
Goal 3		Provide Abundant Opportunities for Professional Development that Set the Standard for Excellence	62	\$ 36,822	\$ 28,022	\$ 8,800
	Strategy 1	Hold statewide conferences that offer broad-based industry technology transfer	9	\$ 5,278	\$ 3,722	\$ 1,556
	Strategy 2	Provide frequent targeted local and regional seminars	37	\$ 25,044	\$ 19,867	\$ 5,178
	Strategy 3	Provide on-line training	2	\$ 100	\$ -	\$ 100
	Strategy 4	Consistently offer CEUs and PDHs	14	\$ 6,400	\$ 4,433	\$ 1,967
Goal 4		Recruit and Retain Members, and Engage Energetic and Rising Leaders to Continuously Improve the Association	145	\$ 46,083	\$ 56,532	\$ (10,449)
	Strategy 1	Plan recruiting efforts to achieve annual targets	48	\$ 16,717	\$ 22,927	\$ (6,210)
	Strategy 2	Maintain a low cost-benefit ratio (high value) of membership	97	\$ 29,367	\$ 33,605	\$ (4,238)
Master Roll-Up Totals:				\$ 150,500	\$ 161,104	\$ (10,604)

February - March Leadership Development Workshop Final BPs

- ❑ Final opportunity to adjust Business Plans attendees only
- ❑ SPC and Treasurer to prepare proposed FY 2014-2015 Budget

April Budget Approval

- ▣ Florida Water Resource Conference Board of Directors review and approve Budget
- ▣ Business Plans are uploaded and available for use
- ▣ Chapters and Committees preparation and execution phase

PRESIDENT FOCUS FY 2015

President Focus FY 2015

ADVANCING THE PROFESSION

- ▣ Public Communication
 - *BRANDING* FWEA as the Clean Water People
 - Reaching education at all levels with our message
 - Seeking Public forums to expose our message
- ▣ Industry Unification
 - i.e., with others who do the same, e.g., FWPCOA
 - We're Stronger Together
- ▣ Professional Development
 - We do this well, but let's up the game – what can we do *even better*?

Policies and Procedures

▣ Seminar

View Seminar planning resources on FWEA.org. Budgets included in your Business Plan are Preliminary only. A specific budget must be submitted to the BOD four (4) months ahead of the event date for review and approval, to ensure that the Seminar is on-track.

Policies and Procedures (Cont.)

▣ Student Memberships:

Local Chapters should budget for twenty \$24 Student Memberships for their local University Student Chapter. Professional Chapters should identify activities to attract student members, who should be engaged as a condition of their free Student Membership. Each Chapter is to have a line item in their budget for student memberships for \$500. Associated Faculty Advisor memberships are paid from the state FWEA budget.

Policies and Procedures (Cont.)

▣ Golf (Scholarship versus Non-Scholarship):

Non-charity golf events are no different than any other event. Scholarship golf events may include non-scholarship components, such as mulligans, for which revenue may be earned for non-scholarship (i.e., general Chapter or Committee use) purposes. Revenue & expense for these items should be listed on separate lines from Scholarship-related Activity line items.

Policies and Procedures (Cont.)

▣ Scholarship

Specific events are required to donate all proceeds to Scholarships (no net profit). Identify the total event revenue on the Activity line. Show 2/3 of that revenue amount as expense to the named scholarship on a separate line. Show the remaining 1/3 of the revenue as expense to the FWEA scholarship (Norm Casey) fund on a third line. There needs to be a line item in the budget for scholarship income. Scholarship funds must be expended in the same fiscal year that they are earned (unless specific approval is granted by the Board otherwise).

Policies and Procedures (Cont.)

▣ Awards:

Coordinate with Awards Committee. Nominees for established Awards are provided to the Awards Committee by other Committees, Chapters, and Members. Such Awards are coordinated by the Awards Committee and associated plaques are paid for by the Awards Committee. New Awards can be planned by Committees or Chapters, and may either be internal to the Committee or Chapter (in which case costs should be budgeted for), or coordinated for a state-level award presentation through the Awards Committee. In the latter case, coordinate with the Awards Committee so that the plaque cost can be included in their budget. View a list of established awards at <http://www.fwea.org/awards.php>.

Policies and Procedures (Cont.)

▣ Insurance:

Contact the Treasurer. FWEA's general liability insurance covers Board Meetings, Chapter Meetings, Seminars, Workshops, Golf Tournaments, Water Festivals, and the Operations Challenge, but not specifically high-risk activities (e.g., water activities, skeet shooting, etc.) A per-event coverage policy may be required for any event not specifically covered, and may cost up to \$1,000. The Treasurer can provide event-specific insurance cost information.

TIME SHORTCUTS

- ▣ Use only the current BP tool version
- ▣ No Business Plan = No Budget
- ▣ Don't let your Committee "sunset"

Summary

- ▣ BP tool a big part of your success
 - Use your Business Plans throughout the year
- ▣ Use your resources
 - DALs
 - Strategic Planning Committee
 - Board of Directors
- ▣ Leave a Legacy
- ▣ Submit NLT **December 31**



QUESTIONS ?

THANKS

