



## Strategic Plan & Questionnaire Results

October 19, 2005

## *KMCB Mission Statement—*

- “Promote *Keep Texas Beautiful* program
  - litter prevention,
  - beautification,
  - community improvement
- An umbrella organization -- networking, coordination and communication to existing organizations already doing similar work
- Identify and implement countywide initiatives

## ***KMCB Mission Statement—What it Means to You***

- Improve Montgomery County’s communities by removing trash from the environment, planting trees, flowers, shrubs, etc
- Recycling of paper, glass etc.
- Communicate and educate others about purpose of ***KMCB***
- “Grass-roots” program to stimulate interest of potential members—Adopt-a-Road, “Don’t Trash Montgomery County”, heavy trash pickup
- Education of existing ordinances and laws

## *How You Would Put These Ideas into Practice*

- Coordinate with similar groups to identify how their purpose aligns with ours.
- Educate public about effects of littering via school system and media..
- Active Membership. Get as many people as possible to do their part, strength in numbers
- Establish local beautification committees to identify local issues and relate them back to our board
- Outreach to youth to encourage involvement via schools and youth groups

## *Existing Groups & Short Term Programs*

- Relationship should be cooperative and informational
- Endorsing groups and projects that match the purpose of **KMCB**
- Promote an existing group activities through our newsletter
- Provide **KMCB** members opportunities to participate in other organizations
- Short Term Programs
  - Trash pickup & planting trees
  - Improving our participation in Great American Clean-Up & Trash-Off
  - Video or program to present to our school children
  - Planting of “Treaty Oak” at each courthouse in county



Board of Directors

Program  
Committee

Exec. Director/  
District Liaison  
Coordinator

District 1  
Conroe ISD  
Liaison

District 2  
Willis ISD  
Liaison

District 3  
Splendora ISD  
Liaison

District 4  
Conroe ISD  
Liaison

District 5  
Magnolia ISD  
Liaison

District 6  
Montgomery ISD  
Liaison

Chambers of Commerce  
Boy Scouts/ Girl Scouts  
Homeowners Associations  
Garden Clubs  
Schools  
Churches  
Existing Beautification Groups  
Master Gardeners

# ***KMCB Strategic Plan***

- ***KMCB Board of Directors*** selects a Program Committee that:
  - Chooses programs for beautification, waste reduction, litter control, etc. for implementation on a countywide basis
  - Organize and develop plans, provide support and resources to local organizations who will implement projects—ex. Adopt-a-Highway
- ***District Liaison***—one for each of the 6 districts
  - identify and coordinate with non-profit/service/businesses in that district -- --Scout Troops, Chambers of Commerce, Garden Clubs, Schools, Churches, existing beautification groups, businesses
  - networking in smaller geographic area
- ***District Liaison*** provides program information to various non-profit/service groups/business in the community for implementation

# *KMCB Strategic Plan*

- **Result:**
  - Programs would be implemented countywide
  - Working in smaller geographic area where the liaison knows the people in community
  - Greater chance for success
  - Provide network of support and resources for existing non-profits



## *Responsibilities of District Liaison*

- Identify the groups/businesses in each district.
- Explain our mission for support & membership
- Provide groups with resources to implement programs identified by ***KMCB***
- Communicate with the leaders of the groups/businesses for information sharing—email, telephone, conference calls, quarterly meetings, etc.
- Communicate with other other District Liaisons for information sharing via email, telephone, etc.
- Advise ***KMCB*** District Liaison Coordinator regarding activities, issues, opportunities and needs of District.

# Short Term Programs

- Countywide initiatives
  - Adopt-a-Highway, Adopt-a-County Road, litter collection
  - “Treaty Oak” Planting at each courthouse
- Bi-monthly (or quarterly) publication of newsletter
- Development of website
- Membership drive
- Develop a list of small projects for school and non-profit service organizations.

## *Keys to Success*

- Program Committee to consider and select programs that fulfill *KMCB*'s mission and goals
- Committed liaisons who interact regularly with non-profit, service groups and businesses in their district
- Regular communication among liaisons
- Regular communication to *KMCB* Board of Directors

## *Board of Director Meetings & Planning Sessions*

- **Board member expectations:**
  - Provide advice, guidance and involvement where talents can have most impact
  - Assist in achieving *KMCB*'s goals and mission including membership and promotion of projects
  - Oversee or coordinate projects that reflect our mission
  - Set up programs and direct their implementation by volunteers
  - Make critical contacts in the community to promote our goals and objectives
  - Establish a membership program to increase volunteer base

# *Board of Director Meetings & Planning Sessions*

- **Board member expectations:**
  - Focus on and oversee the governance of ***KMCB*** to ensure compliance and fulfillment of goals and mission
  - Be an ambassador for ***KMCB*** in the community through promotion, networking and speaking
  - Full participation in Board business:
    - Read & respond to emails—reports & business that does not require full discussion and vote
    - Attend meetings
    - Provide input

# *Board of Director Meetings & Planning Sessions—Cont'd*

- **Board Meetings**

- Meetings kept to one hour time limit
- Conference calls and email communication are options – meetings only held when a matter requiring discussion and vote is on the agenda
- Periodic direct contact beneficial to ensure Board cohesiveness and commitment to goals and mission

- **Planning Sessions**

- Most Board members are willing to attend depending on the time and duration
- Necessary to provide a vehicle for annual planning and Board cohesiveness – especially if monthly Board meetings consist of email communications and reporting.

## *Plan for October – December, 2005*

- Form the Program Committee and begin evaluating projects, developing implementation plans, etc. for Adopt-a-Highway, Adopt-a-County Road, and planting of “Treaty Oak”.
- Choose District Liaisons
- Begin identifying non-profit, service groups and businesses in each district to approach for membership in **KMCB** and participation in **KMCB** sponsored programs.
- Start implementation of projects
- Form a Membership Committee to develop a plan for soliciting new members, renewal memberships, and for procurement of **KMCB** membership decals. Begin soliciting new and renewal members.