



WESTERN STATES LAND COMMISSIONERS ASSOCIATION

2015-16 Committee Action Plans

VISION

Nationally recognized voice for prudent land management

MISSION

*The Mission of WSLCA is to create value for our beneficiaries
Through leadership, education and sound land management.*



Excellence ~ Collaboration ~ Integrity ~ Stewardship



WSLCA Committee Action Plan

Date: June, 2015

WSLCA committees play a vital role in fulfilling the organization vision, mission, and annual strategic initiatives. Each committee chair and its members are tasked to formulate annual action plans that will populate our strategic plan and its implementation. Working together, we represent the best in class professionals in land management throughout the country.

Committee Name: **Executive Committee**

Committee Chair: WSLCA president

Committee Vice-chair: WSLCA vice-president

Committee Purpose: Provide leadership and strategic direction for the association. Transact business on behalf of the association in accordance with the by-laws.

Priority Strategy #1

Work with the Affiliate Membership Committee to support recruiting of new affiliate members and grow the association in a sustainable, professional manner.

WSLCA Goal Supported by Priority Strategy #1:

Goal #1 - WSLCA is professional organization known for effective and sustainable governance;

Goal #4 - WSLCA builds strong relationships;

Goal #6 - WSLCA has sufficient budget to implement its goals.

Actions:

1. Follow-up with new members through joint "Welcome Calls" with the Affiliate Membership Chairman to gain a better understanding of affiliate needs and areas of interest i.e. committees, initiatives, etc:

a) Exec Dir will develop and manage list of executive committee and affiliate committee call assignments based on enrollment/renewal date.

b) Calls will follow a uniform script to function like a survey tool.

2. Assist the Affiliate Membership Committee in efforts to secure a large donor (\$25K+) request to fund new strategic priorities and actions that will more rapidly expand the association voice on a national scale.

a) Develop list of new potential large donors by researching organizations aligned with interests in public land management and/or education funding.

b) Develop target marketing materials, identify best WSLCA contact and schedule meetings.

3. Assign Exec Committee host to each new affiliate/new state leader attending conferences to ensure new members are well introduced and integrated into WSLCA.
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Priority Strategy #2

Conduct outreach to national and elected officials that communicates the importance of association resources, professional management and the need for enhanced dialog and action.

WSLCA Goal Supported by Priority Strategy #2:

Goal #5 – WSLCA is recognized by national & state elected officials as an influential voice for all members;

Goal #2 - WSLCA develops, communicates, and implements initiatives to address trust management, public policy, and association growth priorities.

Actions:

1. The Executive Committee works with host states to identify the best resource (state member or affiliate member) to invite Congressmen/Senators, high ranking officials and state legislators to speak at every conference.
 2. The Executive Committee works closely with committee leaders and host states to assist developing conference agendas that both highlight the host state and appeal to a good cross section of members, address national issues, etc.
 - a) Lead efforts to host Washington, D.C. conference in Spring 2016.
 3. Work with the Communications Committee to develop a plan to effectively communicate strategic initiatives using a variety of media.
 4. Research and develop criteria to recognize academic programs fostering land management use and excellence.
 - a) Enlist volunteers (summer 2015) to research academic programs aligned with public land management and WSLCA objectives.
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Priority Strategy #3

Establish a sustainable leadership support model.

WSLCA Goal Supported by Priority Strategy #3:

Goal #1 - WSLCA is a professional organization known for effective and sustainable governance.

Actions:

1. Regularly engage committee leaders to support strategic action plans, develop working relationships and connect resources to deliver member needs.
 2. Explore contract fund raiser/conference planner arrangement paid from funds raised.
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Committee Name: **Affiliate Membership**
Committee Chair: Harry Birdwell (OK)
Committee Vice-chair: TBD

Priority Strategy #1

Build strategic partnerships with large land owners and operators who embrace the vision and mission of WSLCA.

WSLCA Goal Supported by Priority Strategy #1:

Goal #1 - Effective, sustainable governance

Goal #4 - Strong Relationships

Goal #6 - Improved budget

Actions:

1. Contact states to generate and pursue individual affiliate membership leads.
2. Develop a plan to solicit a large (\$25K+) multi-year donor or foundation gift:
 - a. Identify prospects and appropriate leads,
 - b. Identify best WSLCA contacts(s) to assist given the prospect,
 - c. Gather key WSLCA facts and high resolution photos to compile a large donor request package. Selling: why WSLCA is important, mutual value relationship, etc. This is a high quality marketing effort that has budget impact to expenditures as well as future, sustainable income prospects.

Priority Strategy #2

Identify projects and initiatives that keep affiliates engaged in WSLCA (retention)

WSLCA Goal Supported by Priority Strategy #2:

Goal #1 - Effective, sustainable governance

Goal #2 - Strategic Initiatives

Goal #4 - Strong Relationships

Goal #6 - Improved budget

Actions:

1. Collaborate with Executive Committee to conduct and review Welcome Call history as a way to gather information from new affiliates (survey technique).

2. Conduct other outreach to affiliates to understand where assistance from WSLCA could be helpful.
 - a. Pass information to committee chairs to get affiliates connected with WSLCA initiatives and educational opportunities.

 - b. Pass information to Education Outreach Consultant to assist where possible from Washington, D.C.

 - c. Collaborate with the Executive Committee to formulate correspondence or other mutually beneficial educational outreach.

 - d. Pass information to Resolutions Committee for timely development and issuance of policy level position statements.

3. Assign “ambassadors” at each conference to introduce new affiliates to WSLCA members and meeting routines at the earliest possible venue.



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Committee Name: **Communications**

Committee Chair: Nikki Heck (AR)

Committee Vice-chair: Julie Curtis (OR)

Priority Strategy #1

Reach and engage more people with the WSLCA message.

WSLCA Goal Supported by Priority Strategy #1:

Goal #3 – Represents All Members (3.1, 3.2)

Goal #4 - Strong Relationships (4.3, 4.4)

Actions:

1. Add more people- beneficiaries, Eastern Lands Resources Council states, Congressional delegations (Committee specific staffers), Conference of Western Attorneys General, National Association of Attorneys General, National Governors Association, Southern Governors Association, Western Governors Association members/staffers- to WSLCA distribution list.
2. Engage these groups more through our newsletter- news of relevance from them, guest commentary, job postings and conference/meeting information.

Priority Strategy #2

Build strength within the WSLCA and create opportunities for committees and members to reach broader audiences. Educate the WSLCA membership and other audiences through digital media.

WSLCA Goal Supported by Priority Strategy #2:

Goal #1 - Effective, sustainable governance (1.4)

Goal #2 - Strategic Initiatives (2.3)

Actions:

1. Engage more state and affiliate member communications staff- work as a cohesive unit, share information, connect at conferences.

2. Assist membership in communicating with state and national leaders

3. Create an 'About Us' type are on the WSLCA website- brief descriptions of each state and affiliate member's organizations.

4. Build and distribute additional e-communications- fact sheets (Beneficiaries, ESA, CWA), affiliate booklet.

5. Roll out a new WSLCA website.

6. Work with committees on meeting planning and materials (ASU Data Sharing will be a priority this year).



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Committee Name: **Asset Management**
Committee Chair: **Tobin Follenweider (CO)**
Committee Vice-chair: **Keith Kuhlman (OK)**

Priority Strategy #1

Build strategic partnerships with large portfolio managers and develop portfolio management strategies appropriate to WSLCA member state assets (in progress from 2014/15).

WSLCA Goal Supported by Priority Strategy #1:

Goal #2 – Strategic Initiatives

Goal #4 – Strong Relationships

Actions:

1. Interview large diversified portfolio managers (endowment managers, large property owners, investment managers, etc)
2. Review academic and other portfolio management literature
3. Draft white paper on strategies for long-term portfolio management
4. Present to WSLCA
5. Incorporate WSLCA feedback and publish

Priority Strategy #2

Develop Best Practices for land management IT systems

WSLCA Goal Supported by Priority Strategy #2:

Goal #2 – Strategic Initiatives

Actions:

1. Review Asset Management IT systems used by WSLCA member states
2. Develop WSLCA asset management questionnaire
3. Put together report of existing systems
4. Identify lessons learned and highlight best practices



WSLCA Committee Action Plan

Date: July, 2015

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Committee Name: **Legislative Committee**

Committee Chair: Ryan Brunner (SD)

Committee Vice-chair: Kaleb Bennett (TX)

Committee Purpose: Reviews and determines implication of any Congressional or state legislation that may affect the membership and determines required actions due to pending or existing law.

Priority Strategy #1

Establish a process for a regular flow of information and communication on policy issues.

WSLCA Goal Supported by Priority Strategy #1:

Goal #1- WSLCA is professional organization known for effective and sustainable governance; 1.10, 1.11.

Goal #4 – WSLCA builds strong relationships; 4.2.

Actions:

1. Coordinating semi-annual conference calls with members to follow up or prepare for next scheduled conference.
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Priority Strategy #2

Support member states in developing and implementing new initiatives that may require legislative action.

WSLCA Goal Supported by Priority Strategy #2:

Goal # 2 - WSLCA develops, communicates, and implements initiatives to address trust management, public policy, and association growth priorities; 2.3.

Actions:

1. The Legislative Committee can act as a gathering point for proposed bill language and supporting materials for new initiatives that require legislative action.
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Priority Strategy #3

Establish regular communication with Congress on issues important to WSLCA members.

WSLCA Goal Supported by Priority Strategy #3:

Goal #4 & #5 - WSLCA builds strong relationships with other entities that further our mission of leadership, education and sound land management; 4.2, 5.2

Actions:

1. Organize annual visits to Washington D.C. to educate Congressional leaders on issues important to WSLCA.
 2. Broadly communicate these opportunities and invite member state's participation.
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Priority Strategy #4

Work with the Communications Committee to promote WSLCA successes legislation.

WSLCA Goal Supported by Priority Strategy #4:

Goal #5 - WSLCA is recognized by national and state elected officials as an influential voice for all members.

Actions:

1. Notify Communications Committee leadership when WSLCA is successful in passing or defeating legislation.
 - 2015/16 strategic focus areas – ESA, WOTUS, ACE
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WSLCA Committee Action Plan

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Committee Name: Submerged Lands and Water Management

Committee Chair: Mike Murphy (ID)

Committee Vice-chair: Eric Metz (OR)

Priority Strategy #1

Become association contact point for legal issues having overlap between states

WSLCA Goal Supported by Priority Strategy #1:

Goal #2 - Strategic Initiatives

Goal #3 – All Members Represented

Goal #5 – Recognized as a National Leader

Actions:

1. Determine point of contact for members affected or interested.
 - a. Collect state profile information – Fall 2015
 - i. Staff name, role, and contact information
 - ii. General regulatory framework on key issues i.e. OHWM vs. LWM
 - iii. Current fees i.e. dock fees, lease rates, application fees
 - b. Disseminate to broader members through e-mail or shared document portal
2. Provide opportunity for three (3) teleconference seminars during the current year covering the following topics:
 - a. Ownership and Title
 - i. Lead by Wyn Menefee (AK)
 - b. Regulation of Public Trust Lands
 - i. Lead by Eric Metz (OR)
 1. States seeking 404 delegated authority
 - a. Collaborative state agency arrangements
 - b. Processes/staffing
 - c. Cost/benefit

- c. Water Rights & Water Banking
 - i. Lead TBD

These meetings will address hot issues and generate interest in more in-depth panel discussions or presentations at regular conference committee meetings. The committee will also pursue participation from groups outside WSLCA state members.

Priority Strategy #2

Create clearinghouse for land and water management issues

WSLCA Goal Supported by Priority Strategy #2:

Goal #2 - Strategic Initiatives

Goal #3 – All Members Represented

Actions:

1. Develop ideas for data sharing by collaborating with new member Data Sharing Initiative Committee website (initially for member states only).
 - a. Work with executive director to obtain login and populate the “Species & Water” and “Templates & Agreements” folders with key committee data
 2. Develop protocol initiating committee action.
 3. Determine member contacts for agreed upon topics of interest.
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Committee Name: **Subsurface Committee**

Committee Chair: Drew Combs (ND)

Committee Vice-chair: Mark Havens (TX)

Committee Purpose: Emphasis on mineral resource management, including solid minerals, oil, gas, coal, and geothermal extraction.

SubCommittee Name: **Royalty Policy Working Group (RPWG)**

Co-Committee Chair: Taylor Lee (ND)

Co-Committee Chair: Dale Sump (TX)

Priority Strategy #1

Establish a process for communication with member states for the purpose of sharing best stewardship practices, as well as new developments from industry and/or government that could impact member states mineral resource revenues

WSLCA Goal Supported By Priority Strategy #1:

Goal #2 - Strategic Initiatives

Goal #3 – Represent all members

Goal #5 – Recognized as a National Leader

Actions:

1. Maintain and update a contact list of member states' mineral resource managers for purposes of facilitating communication as to ongoing and/or new issues. Would utilize the "contact management program" if implemented.
2. Reach out to affiliate members and industry partners to better understand optimal management practices for state trust assets.
 - a. Continue to explore Standard Data Sets among states to streamline nationwide reporting for developers and operators. (RPWG)
3. Promote resolutions that sustain trust asset performance and could be advanced in

legislative bodies.

4. Provide regular training and education opportunities (RPWG)
 - a. Deliver quarterly web based or conference call training opportunities for front-line regulatory, leasing and compliance staff.
 - b. Deliver an annual Royalty Policy Working Group conference providing in-depth training and issue discussion for front-line member staff.
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Priority Strategy #2

Support member states with information and strategies to protect school trust mineral resources from devaluation or condemnation as a result of local, state, and federal regulation, laws, and acts.

WSLCA Goal Supported by Priority Strategy #2:

Goal #2 - Strategic Initiatives

Actions:

1. Member states mineral resource managers will communicate via the "contact list", or at WSLCA conference meetings, governmental actions, or proposed actions, which can result in devaluation of school trust mineral resource assets.



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Committee Name: **Surface and Land Tenure**

Committee Chair: Kim S. Christy

Committee Vice-chair: Shawn Thomas

Priority Strategy #1

Advance the goals of member states with respect to encouraging more workable federal land exchange protocol and in-lieu selection legislation and provide information related to the progress of the Advancing Conservation and Education Act of 2014

WSLCA Goal Supported by Priority Strategy:

Goal #1 - Effective, sustainable governance

Goal #2 - Strategic Initiatives

Actions:

1. Clarify problems that member states and BLM are experiencing with federal land exchange protocol.
2. Engage national BLM leadership and seek advancement of workable solutions.
3. Keep members informed regarding congressional actions including opportunities to support ACE legislation.
4. Members will stay in contact with key congressional staff to encourage continued action
5. Maintain momentum with discussions at semi-annual meetings.

Priority Strategy #2

Work to ensure that actions are taken to eliminate the necessity of listing the Sage Grouse under the ESA.

WSLCA Goal Supported by Priority Strategy:

Goal #1 - Effective, sustainable governance

Goal #2 - Strategic Initiatives

Actions:

1. Encourage members to work with local wildlife agencies to protect habitat.
2. Encourage members to become involved in national initiatives to protect sage grouse such as the USDA's Natural Resource Conservation Service's Sage Grouse Initiative GI).
3. Encourage members to work with Congressional Delegations to provided funds for habitat protections.

Priority Strategy #3

Work with the Data Sharing Initiatives Committee and interested members to establish a robust networking directory for sharing of ideas/processes between member states.

WSLCA Goal Supported by Priority Strategy:

Goal #2 - Strategic Initiatives

Goal #3 – Represent all members

Actions:

1. Prioritize 5 areas of high member needs for idea sharing.
2. Survey member states for expert contact information in each of the five priority areas.
3. Build and maintain a directory on the WSLCA website.



COMMITTEE CHARTER
WSLCA Data Sharing Initiative Committee

Date Established: March 9, 2015
How Established: Appointed by WSLCA Executive Committee

Committee Purpose: Identify, prioritize and fulfill the strategic needs of association membership to access a variety of comparative data.

Committee Co-Chairs: Aaron Vande-Linde (MN)
Vanessa Hickman, Director – Large Land Owner Initiative
Arizona State University (AZ beneficiary) and project host

Member Advisors: Tobin Follenweider (CO), Kevin Carter (UT)

Staff resources: Kathy Opp, WSLCA Executive Director

Committee Start-up – draft Year 1 Priorities:

- Contact from each state
- Lease templates
- Real estate documents (sale transaction samples to maximize return)
- Human resource information (org charts, position descriptions, compensation, etc.)
- Strategic plans, asset management plans, etc.

Committee Tasks included:

- Encouraging member participation in populating and using the website. Value added information contained on the website includes, but is not limited to, land and financial performance data, economic and impact assessments, ASU initiative research, leasing templates, human resource information, federal and state policy analysis or position papers, GIS and mapping data and best management practices.
- ASU Participation in Executive Committee meetings to ensure research and information priorities are consistent with Association priorities.
- Supplying data format requirements to ensure consistent, reliable information.
- Overseeing contracts with ASU who will provide ongoing data management
- Providing annual data acquisition priorities to ASU based on periodic input from membership surveys and guidance provided by Member Advisors and staff resources.
- Reviewing and annual reporting to the executive committee and membership statistics associated with the website, its management, cost effectiveness and value.