



## WSLCA STRATEGIC INITIATIVE TEAM NAME: The Policy Team

Elevate the national profile of WSLCA as a collaborative organization making a difference in land management

**Team Coach:**  
Kathy Opp WSLCA

**Team Guide:**  
Simone Westerbrook-Hall  
State of Arizona

**Team Members:**  
Lisa Atkins State of Arizona  
Jodi Smith State of North Dakota  
Francis McAllister Freeport McMoRan  
Tom Lowry CalPortland  
Tom Schultz Idaho Forest Group  
Allen Freemyer WSLCA  
Carolyn Loder Freeport McMoRan  
David Ure State of Utah  
Ryan Brunner State of South Dakota  
Eric Mears Haley & Aldrich Inc.

<p><b>OUTCOME</b> Where are we going?</p>	<p>Engage as a larger group on issues of mutual importance – including members (state/affiliate) and regular partnerships with other organizations (NAFWA, WGA, etc.)</p>
<p><b>CHARACTERISTICS</b></p>	<ol style="list-style-type: none"> <li>1. Create a nimble task forces/committee structure of experts in a variety of disciplines – point of contact (POC) for each</li> <li>2. Develop and use a variety of distribution lists to inform and engage members and partners on key issues</li> <li>3. Increase volume of comments/contact/engagement</li> </ol>
<p><b>SUCCESS METRICS</b></p>	<ol style="list-style-type: none"> <li>1. Quick development and response to important issues</li> <li>2. Sought by national leaders for advice and understanding PRIOR to policy issuance or draft development</li> </ol>
<p><b>PROGRESS/RESULTS</b></p>	<p>Created a state survey to capture key information about land office engagement on issues and in-state processes (11 of 20 member states completed so far). Need a simple process layout to operationalize the narrative data provided.</p> <p>Created an affiliate volunteer list. Includes names, contact info, area of expertise, and what type of assistance they are willing to provide.</p> <p>Both will be distributed and posted on the data sharing site.</p>



## WSLCA STRATEGIC INITIATIVE TEAM NAME: The Organization Team

How might the organization structure itself to best meet the needs of members and its mission?

**Team Coach:**  
Kathy Opp                      WSLCA

**Team Guide:**  
Aaron Vande Linde      State of Minnesota

**Team Members:**  
John Andrews              Snell & Wilmer LLP  
Harry Birdwell              State of Oklahoma  
Tom German                  State of Wisconsin  
Jonathan Barry              State of Wisconsin

OUTCOME Where are we going?	An appropriately designed corporation and structure for long-term sustainability
CHARACTERISTICS	1. Responsive to member issues
	2. Flexible organization with the most beneficial statutory domicile
	3. Credible non-profit advocate for trust land management
SUCCESS METRICS	1. Org chart, operating process documentation (committees, task forces, when and how)
	2. Well understood and documented business structure (bylaws, incorporation, etc.)
	3. Attracts a variety of membership (states, affiliates, provinces?, friends?)
PROGRESS/RESULTS	Evaluated corporate standing in CA. Discussed best states to domicile for reporting, tax structure, etc. Starting to map out incorporation in NV. Researching 501(c) 3 test for lobby activities. Creating a strike/underline by-laws to address changing committee/task force structure, member voting categories, etc.



## WSLCA STRATEGIC INITIATIVE TEAM NAME: The Education Team

How might we ensure our employees have access to the best professional training possible?

**Team Coach:**

Kathy Opp WSLCA

**Team Guide:**

Vicki Walker State of Oregon

**Team Members:**

Andy Low Charles Schwab  
 Dale Sump State of Texas  
 Andrew Smyth State of Idaho  
 Donna Zalewski ITC Holdings Corp  
 Keith Kuhlman State of Oklahoma  
 Drew Combs State of North Dakota  
 Aleks Granchalek Fifth Third Securities  
 Chris Smith State of Colorado

OUTCOME Where are we going?	Develop different CLE or CE tracks and technology sharing/document sharing to ensure a stronger understanding of issues and provide regular professional training opportunities, including internal course identification and development, vendor Best-in-Class courses and self-paced courses.
CHARACTERISTICS	1. Engaged staff and collaboration with states/members 2. Collaboration with states and affiliate members to share documents and technology 3. Mid-session, between conference, training
SUCCESS METRICS	1. More professional staff attending conferences 2. Credentialed staff 3. More opportunities for ongoing, quality staff training
PROGRESS/RESULTS	Started a worksheet with basic courses, vendor or self provided, contact information and websites. Crafting a suggested mechanism to operationalize these opportunities by connecting with host states, developing a schedule, etc.



## WSLCA STRATEGIC INITIATIVE TEAM NAME: **The Conference Team**

Use conferences/events to engage staff members deeper into our organization to establish robust professional networks across states and industries.

**Team Coach:**

Mark Waite State of Minnesota

**Team Members:**

Kris Hess State of Alaska  
 Jason Halada Charles Schwab  
 Jason Lundquist Charles Schwab  
 Shawn Thomas State of Montana  
 Heather Fugger EnergyNet  
 Seth Klaskin PCC  
 Gus Rivero EnergyNet  
 Brandon Savage EnergyNet

OUTCOME Where are we going?	Create a robust conference environment that attracts leaders and members from various parts of our organizations and a mix of staff.
CHARACTERISTICS	<ol style="list-style-type: none"> <li>1. Greater attendance and participation</li> <li>2. More affiliate interest and participation</li> <li>3. Robust agendas that offer timely topical discussions and training opportunities; a forum for collaborative action</li> </ol>
SUCCESS METRICS	<ol style="list-style-type: none"> <li>1. Numbers, composition and revenue</li> <li>2. Before and after-action surveys</li> <li>3. Better support from customers during agenda development.</li> </ol>
PROGRESS/RESULTS	Solicited member feedback through a post-Duluth survey, targeting conferences – agenda, venue, frequency. Near ready to release results and ask for feedback about next steps.



## WSLCA STRATEGIC INITIATIVE TEAM NAME: **The Media Team**

Imagine a communications strategy that clearly articulates who we are and what we do.

**Team Coach:**

Nikki Heck State of Arkansas  
Linda Fisher WSLCA

**Team Guides:**

Diane French State of Idaho

**Team Members:**

Morris Atta State of Hawaii  
Lisa Schneider State of Utah  
Jessica Grogis State of Oklahoma  
Erin Mader Idaho Forest Group  
Mike Lauritsen State of South Dakota  
Trina Zieman State of Minnesota  
Hilary Franz State of Washington

<p><b>OUTCOME</b> Where are we going?</p>	<p>New WSLCA website the provides a solid communications platform. One that shifts our image and communicates our mission such that the public understands we generate revenue for public schools and trust beneficiaries through prudent land and resource management. Good visuals (opportunity for education)</p>
<p><b>CHARACTERISTICS</b></p>	<ol style="list-style-type: none"> <li>1. Opportunity for education on national level</li> <li>2. Nimble and stable platform</li> <li>3. Inclusive and simple</li> </ol>
<p><b>SUCCESS METRICS</b></p>	<ol style="list-style-type: none"> <li>1. One can access information with three clicks</li> <li>2. Website in place with <i>Flipcause</i> within six months</li> <li>3. Survey results of value-added content by states and affiliates by September 15. Affiliate collaboration to provide funding support and design of website.</li> </ol>
<p><b>PROGRESS/RESULTS</b></p>	<p>New WSLCA website is ready to launch!</p>



## WSLCA STRATEGIC INITIATIVE TEAM NAME: **The Branding Team**

Create a name and logo that increases participation in WSLCA

**Team Coach:**

Mark Waite State of Minnesota

**Team Guide:**

Brandon Jones State of Oklahoma

**Team Members:**

Morris Atta State of Hawaii  
 Mike Lauritsen State of South Dakota  
 Brian Carter State of Texas  
 Trina Zieman State of Minnesota

OUTCOME Where are we going?	Appeal to a wider audience Be more visual and straight-forward
CHARACTERISTICS	1. Broaden the appeal; currently too narrow/exclusive
	2. Remove ambiguity about the organization
	3. Clearly communicate why somebody should want to join
SUCCESS METRICS	1. Number of new members through rebranding
	2. Number of social media followers
	3. Number of inquiries
PROGRESS/RESULTS	Provided new name recommendations used by executive committee to secure new domain names; researching creative logo designers (time frames, cost, ideas).