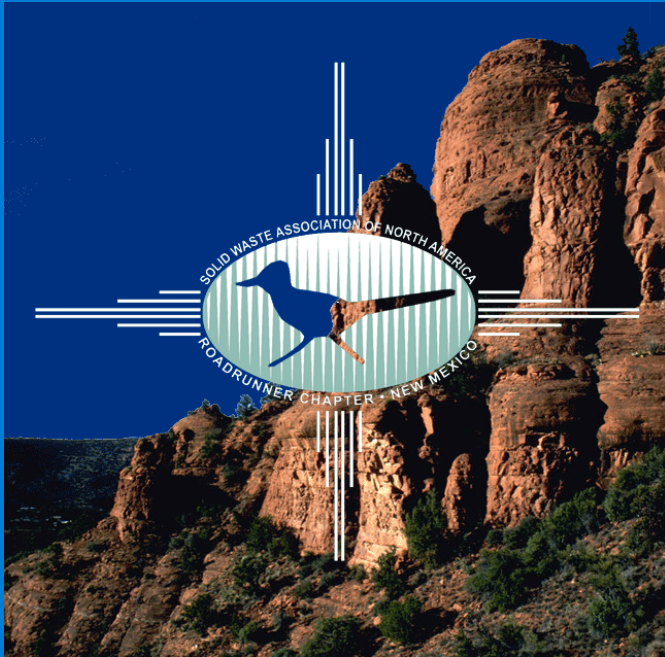


# STRATEGIC PLANNING

SOLID WASTE ASSOCIATION OF NORTH AMERICA  
NEW MEXICO ROADRUNNER CHAPTER

# BACKGROUND



## STRATEGIC PLANNING MEETING

- OCTOBER 23, 2015
- BOARD OF DIRECTORS
- PAST PRESIDENTS
- FACILITATED DISCUSSION
- LOTS OF OPINIONS
- CONSENSOUS FOR DIRECTION

# MISSION STATEMENT

## **HISTORICAL**

To improve solid waste management practices in the Land of Enchantment by providing, training, technical support and professional assistance to advocate the advancement of solid waste professionals as we strive to improve waste management practices.

## **SWANA NATIONAL**

Advancing the practice of environmentally and economically sound management of municipal solid waste in North America.

## **NEW**

NMSWANA inspires and supports solid waste professionals to responsibly manage solid waste resources.

# MOUNT LANDFILL



## CORE VALUES

### Professionalism

We will treat each other, our clients and partners, and our environment with respect, reliability, and competence.

### Stewardship

We will ensure that our programs and actions promote and enhance health and safety and responsible care for our environment.

# THE GARBAGE MAN



# WHAT DOES SUCCESS LOOK LIKE?

- Membership increase
- Participation increase
- More volunteers
- Municipal buy-in
- Fewer facility problems because staff is better educated
- More board members
- Road-E-O is break-even
- Focus on zero waste
- More safety programs to rank and file
- More sponsorship backing
- Excitement re activities -- "What's next" instead of "Please come"
- Collaboration with similar organizations
- "Go-to" entity for solid waste issues
- Frequent updates of training
- More variation of training

## EFFICIENT COLLECTION SYSTEM?





# WHAT DOES SUCCESS LOOK LIKE?

## CONTINUED

- Outreach beyond waste management community
- Support for national organization
- Organization folks look to for knowledge of the business
- Leading the charge
- Support for people, organizations and entities working in solid waste industry
- Provide overall business framework for solid waste industry
- Accessible resource
- Certifications are baseline credential for solid waste workers
- Proactive organization
- Leading organization for education and training in solid waste and resource management
- Managing resources: collection, safety, management, recycling, regulation
- Training requirements and staff development

# “STATE OF THE ART” TRANSFER



# HOW DID WE DESCRIBE SUCCESS?

- Dynamic
- Knowledgeable
- Professional Helpful
- Leaders
- A resource
- Fun!
- Respected
- Responsive
- Partners
- People ask "what are you doing . . . ?"
- Education
- Networking
- Reaching out
- Growing
- Communicating
- Supporting
- Collaborating
- Having fun
- Protecting the environment and the public
- Learning
- Promoting safety
- Providing best management practices
- Providing value

# THE OLD DUMP



# STRENGTHS/WEAKNESS/ OPPORTUNITY/ THREAT (SWOT) ANALYSIS:

## Strengths:

- Professionals
- Passion of members
- Support staff
- Experience of leaders
- History
- Link to national organization
- Relationships
- Respect
- Communication
- Established program
- Desire to improve

## Weaknesses:

- Volunteer time management
- Membership Fee (high)
- Members are geographically spread out --travel time
- Funding resources
- Number of potential members
- Inertia: "always done it that way"
- Lack of inertia in implementation

# STRENGTHS/WEAKNESS/ OPPORTUNITY/ THREAT (SWOT) ANALYSIS: CONTINUED

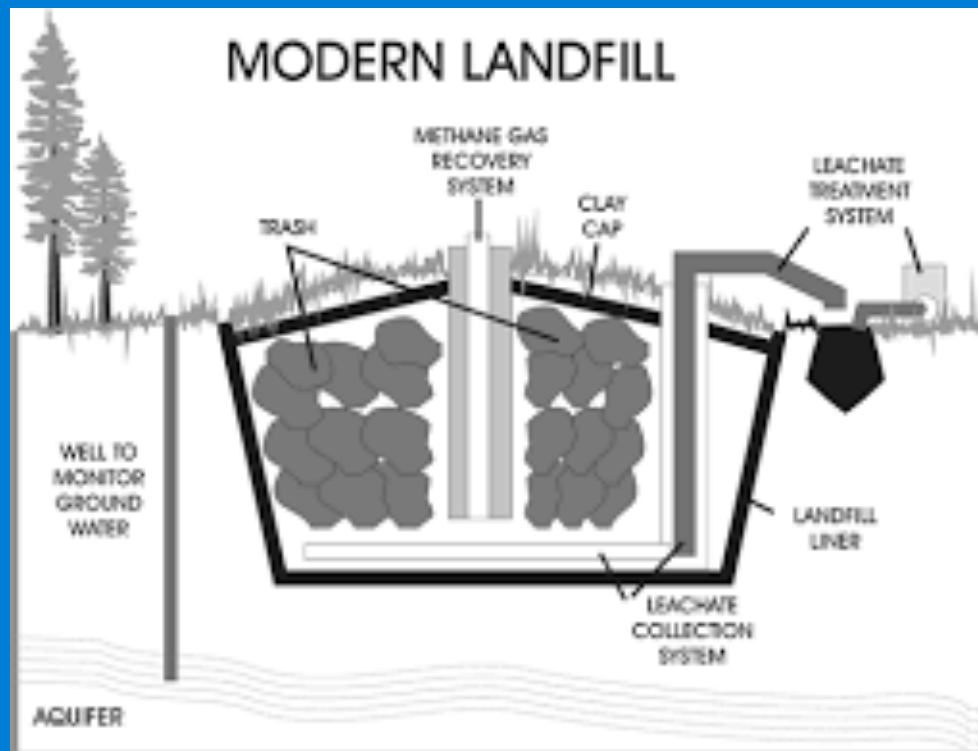
## Opportunities:

- Focus on diverting from landfills
- Potential grant funding
- Safety emphasis
- Partnerships -- regional/national

## Threats

- Geography
- Single funding source training
- Other organizations (competition)
- State economy
- Rural state -- spread out
- Workload

# THE MODERN LANDFILL



# STRATEGIC INITIATIVES

- Training subjects, including possible updates (to ensure compliance with appropriate regulations) and new subjects (to enhance the skills and competence of solid waste professionals).
- Training venues and/or delivery options, including regional sessions, web-based training, and other electronic delivery.
- Funding options, including possible grants.
- Marketing, including telephone contact with solid waste professionals to better understand their training needs and their response to different



