



Strategic Plan

Drafted October 2018 - approved December 1, 2018 Stream Teams United board meeting, mission updated May 4, 2019

About this Plan:

As we approach our 20th anniversary, Stream Teams United has been working to develop a clearer vision of how we can best serve our member associations and Missouri's streams and rivers. Our process is described below. The timeframe for this plan extends from today to as far around the bend as we can see. As the non-profit organization made up of Missouri Stream Team volunteers, we support the Missouri Stream Team Program established and supported by the Missouri Department of Conservation (MDC), Missouri Department of Natural Resources (DNR), and Conservation Federation of Missouri (CFM), and we seek to work in coordination and collaboration with the efforts of those agencies. We invite you to share your thoughts and interests and join us in our efforts to care for and enjoy Missouri's waters.

This strategic plan includes an ambitious list of actions described within our goals related to these focus areas:

- ◆ Education and Outreach
- ◆ Technical Projects
- ◆ Advocacy
- ◆ Stewardship
- ◆ Capacity Development/Fundraising

Our Vision

Uniting Stream Teams for Healthy Waters and Watersheds



Our Mission

Stream Teams United promotes and supports Missouri Stream Teams and Stream Team Associations. We facilitate education of Stream Teams and the general public in order to build an appreciation and knowledge of Missouri stream resources. We support stewardship projects to improve the health of Missouri's rivers and streams. We advocate for clean water, provide information to Missouri citizens, and serve as a united voice for healthy Missouri waters.



Photo: Stream Teams United brings together Stream Teams and their Associations, forming a Coalition of Missouri citizens that care for Missouri stream resources. As part of this strategic planning process, Stream Teams met in St. Louis to discuss the goals of the Coalition.

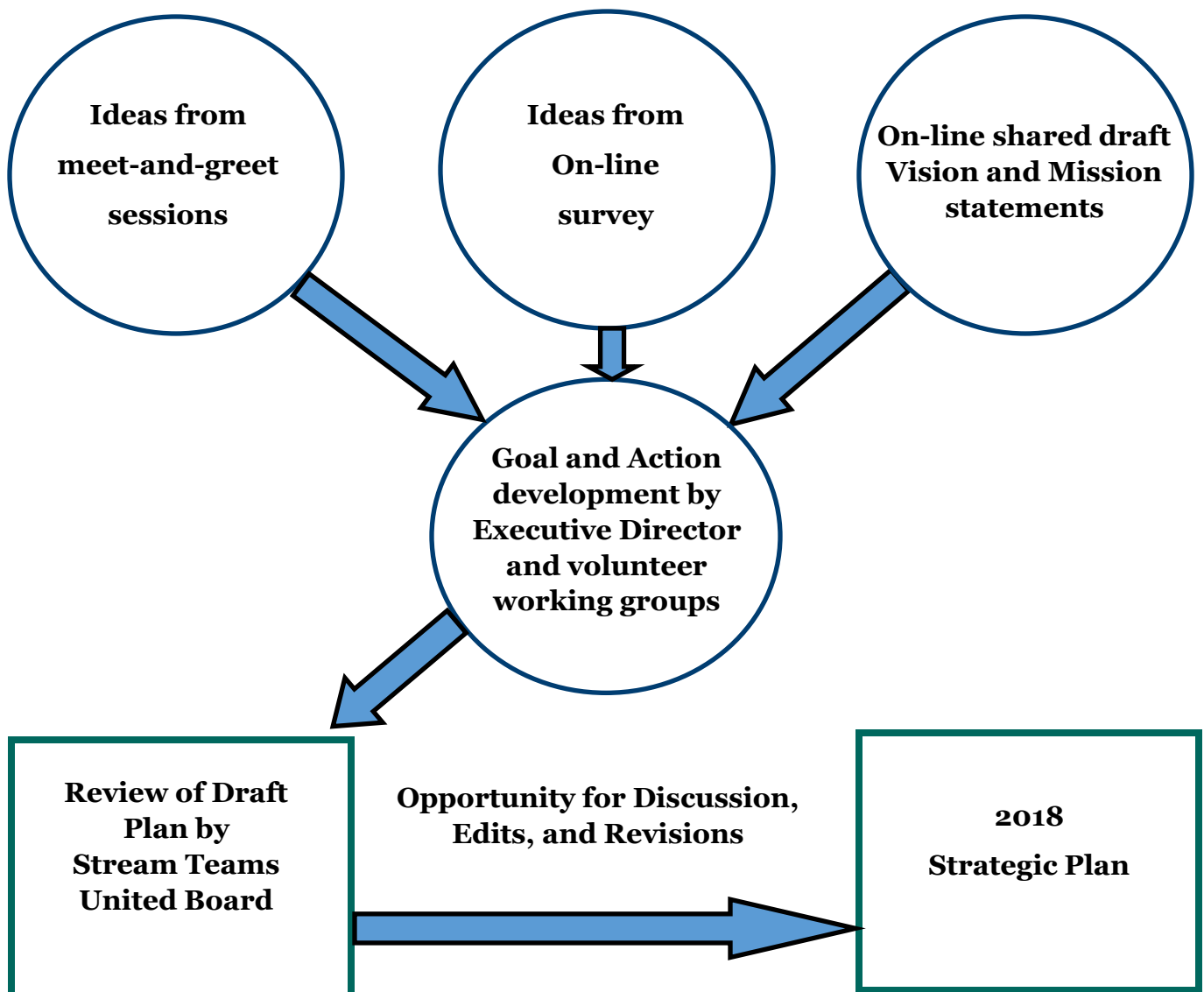
Our History

The Missouri Stream Team Watershed Coalition was incorporated with the state of Missouri on April 7, 1999, as a non-profit public benefit corporation. The Coalition is a 501(c)(3) organization made up of Stream Team Associations located throughout the state of Missouri. Stream Team Associations are groups of two or more Stream Teams that have joined together to work collaboratively in their local watershed. The board of directors of the Coalition is made up of representatives from Stream Team Associations in the state. In 2010, the Coalition hired its first Executive Director and developed the Coalition's first strategic plan. In 2011, the Coalition published the first comprehensive report on the results of 18 years of volunteer monitoring data from across the state. Coalition efforts led to the recognition of Missouri as "The Great Rivers State" in 2012. The new Stream Team license plates could be seen on the road in early 2013. Also in 2013, the Coalition launched the Missouri Clean Marina program, the first inland program of its kind. In 2016, the Coalition led their first annual Paddle MO voyage on the last 100 miles of the Missouri River; the journey was completed by nearly 100 paddlers in canoes and kayaks. In 2017, the Coalition adopted the trade name of Stream Teams United. In 2018, the Coalition undertook a planning process to update the strategic plan under the guidance of a new Executive Director, resulting in the present document.

Our Strategic Planning Process

In 2018, the Coalition completed a strategic planning process to review and update the strategic plan of the organization. The process included the development of volunteer working groups for the Coalition’s focus areas of 1) Education and Outreach, 2) Technical Projects, 3) Advocacy, and 4) Capacity Development and Fundraising. To provide opportunity for input from the general Stream Team community, five meet-and-greet sessions were held throughout the state of Missouri and an on-line survey was developed to allow board members, other Stream Teams, and the general public to provide their ideas and suggestions for the Coalition. Meet-and-greet sessions were held in Kansas City, Kirkwood, Springfield, Columbia, and Houston during June of 2018 and were attended by a total of approximately 90 people. An “all Stream Team survey” was developed, advertised, and available online at www.streamteamsunited.org from June 1, 2018 through July 31, 2018. The on-line survey received 49 responses. We also developed an on-line shared document for board members to provide suggestions for updates to the vision and mission statements of the organization.

The ideas received through the meet-and-greet sessions and the on-line survey were compiled for each focus area and were provided to the volunteer working groups. Each volunteer working group then either met in-person or by phone to provide feedback about the development of the goals and action items for their focus area.



Stream Teams United Focus Areas, Goals, and Action Items

Education and Outreach

Goal 1: Increase awareness of Stream Teams United and our activities.

Actions:

- 1a.** Include the Stream Teams United logo on all publications and websites.
- 1b.** Attend Stream Team events, Association meetings, Level 1 and Level 2 workshops, and statewide conferences.
- 1c.** Provide a mass email system and send weekly e-bulletins to all email subscribers.
- 1d.** Publish the “Coalition Corner” article in each edition of the Stream Team Program’s “Channels” newsletter.
- 1e.** Encourage people to follow Stream Teams United on social media, including Facebook, Twitter, and Instagram.
- 1f.** Maintain up-to-date websites for Stream Teams United, Paddle MO, and Clean Marina websites.
- 1g.** Reach out to media for major events (e.g., Paddle Mo, Stream Team picnic, etc.), including state-wide press releases when appropriate.
- 1h.** Provide a guidebook that describes the process for forming an Association and the benefits for being an Association within Stream Teams United. This can include a page for each Association.

Goal 2: Provide educational materials to Stream Teams and educators.

Actions:

- 2a.** Update the Stream Teams United website to include more educational information and links to current resources.
- 2b.** Add information about upcoming webinars, recently published scientific articles, and facts about Missouri streams to the e-bulletin.
- 2c.** Reach out to teachers and make available “education kits” that can be distributed to local schools and teachers.
- 2d.** Offer grant opportunities to Stream Team Associations for education needs in their watersheds. Alternatively, assist Associations to tap into other funding sources to help meet these needs.
- 2e.** Develop and host “train the trainer” sessions for Missouri Stream Teams so they can have better guidance in teaching at their own education events.

Goal 3: Provide educational opportunities to Stream Teams and Stream Team Associations.

Actions:

- 3a.** Serve as regional mentors for new or beginning Stream Team volunteers.
- 3b.** Host an annual workshop – such as Hazardous materials, wilderness first aid, grant writing, advocacy, soil health, Project WET.
- 3c.** Create a speaker’s bureau to be available for guest speaking.
- 3d.** Provide grants of funding assistance for Stream Team Association members to attend state or national meetings.
- 3e.** Develop an “exchange program” for Stream Team volunteers to attend clean-ups around the state to learn from other Stream Teams.
- 3f.** Annually assess participation with and/or coordination of an annual conference.

Stream Teams United Focus Areas, Goals, and Action Items

Goal 4: Build knowledge/awareness of water resource stewardship amongst the general public.

Actions:

- 4a. Sustain and expand the Missouri Clean Marina Program to encourage marina owners and customers to practice good stewardship.
- 4b. Sustain and expand Paddle MO to include an annual trip on the Missouri River and additional river(s) as resources are available.
- 4c. Investigate opportunities to develop and maintain signage on Missouri roadways to inform people about watersheds and stream stewardship.
- 4d. Explore increased integration of Stream Team within FFA and 4H.
- 4e. Try to bring or develop Water Rocks! music assemblies to Missouri schools.



Photo: Big Piney River Stream Team Watershed Association teaches about solutions to non-point source pollution, including best management practices for urban lawns, native plants, and rain barrels.

Stream Teams United Focus Areas, Goals, and Action Items

Technical Projects

Goal 1: Continue to serve as a lead for publishing a VWQM summary report to compile, analyze, and summarize Missouri Stream Team data.

Actions:

- 1a.** Promote awareness and use of the 2018 Volunteer Water Quality Monitoring (VWQM) data summary report through the Stream Teams United website, social media, and at speaking events.
- 1b.** Maintain and develop partnerships with agencies and potential funders to produce an updated report to be published in 2023.

Goal 2: Assist in the development of a Stream Team app for mobile devices and encourage Stream Teams to use national mobile apps.

Actions:

- 2a.** Form a technical working group to provide ideas, feedback, and test a Stream Team app.
- 2b.** If needed, assist partner groups to develop and secure funding needed to develop and maintain the Stream Team app.
- 2c.** After the app is developed, promote the app using the Stream Teams United website, social media, Stream Team workshops, and in-person training sessions with volunteers.
- 2d.** Promote existing apps for national projects to increase Missouri Stream Team presence on national efforts, such as Stream Tracker and iNaturalist.

Goal 3: Obtain and make available communications equipment (repeater, cell phone boosters, etc.) for Stream Team Associations to use during events.

Actions:

- 3a.** Develop a communications advisory team to provide recommendations for desired communications equipment for Stream Team Associations.
- 3b.** Investigate and seek funding opportunities for purchasing communications equipment.
- 3c.** Once obtained, create a borrow/loan policy for Associations to use the equipment.

Goal 4: With guidance from Missouri Stream Team staff, help coordinate citizen science efforts within selected watersheds.

Actions:

- 4a.** Work with Stream Team partners and Stream Team Associations to identify watersheds where better coordination of volunteer efforts could provide useful, needed information.
- 4b.** Provide support to help empower Stream Team volunteers to plan, implement, analyze, and share their water monitoring efforts.
- 4c.** Seek funding for and help facilitate coordination of volunteers' sampling plans in selected watersheds.
- 4d.** Investigate and seek funding opportunities for special water quality projects (i.e. microplastics, etc.).
- 4e.** Create data summaries for select watersheds where sufficient data is available.

Stream Teams United Focus Areas, Goals, and Action Items

Advocacy

Stream Teams United developed an Advocacy Policy in 2017. The Goals and Actions of this Strategic Plan are reflective of the Advocacy Policy.

Goal 1: Provide information to the Stream Team community to inform them of legislative and policy issues of concern to our streams and rivers.

Actions:

- 1a.** Track issues of legislative or policy concern and when needed, provide issue/action alerts to the Stream Team community through the Stream Teams United website, social media, “this week in #MOwater” and other e-bulletins.
- 1b.** Coordinate an annual advocacy intern program to assist with tracking bills and providing information to Stream Teams during the legislative session.
- 1c.** Establish a writer’s network to be available to write articles on issues of concern for distribution to local media and the Stream Team community.
- 1d.** Develop an online interactive legislative action center to be housed at www.streamteamsunited.org that will allow users to keep informed of legislation that affects Missouri waterways, vote on legislation providing quantitative data that can be utilized in advocacy efforts, and provide information on how to contact their legislators to voice their opinion.
- 1e.** Create graphical pieces to communicate and educate on specific issues of concern. The graphical pieces would be used in a diverse set of communication platforms regarding specific issues. Graphical pieces could be focused on cartoon, comic, or infographic styles.
- 1f.** Develop informative videos for Stream Teams about advocacy efforts and provide Stream Team members with the correct messaging related to a certain topic.
- 1g.** Implement a “phone call-tree” for Stream Teams interested in providing comment about legislative or policy issues.
- 1h.** Notify appropriate area Stream Teams of public notices related to state/federal permit applications that involve water resources and create a visual map to showcase permit activity/areas of concern.
- 1i.** Host annual advocacy workshops for Stream Teams to learn about the role of advocacy and advocacy opportunities.

Goal 2: Maintain and develop relationships with advocacy groups across the state.

Actions:

- 2a.** The Executive Director (ED), officers, and board members will relate with advocacy groups across the state to stay informed on current legislative issues.
- 2b.** Stream Teams United will evaluate annually its membership as an affiliate of the Conservation Federation of Missouri (CFM) and attend the annual CFM Affiliate Summit when possible.

Stream Teams United Focus Areas, Goals, and Action Items

Advocacy (continued)

Goal 3: Assure representation of the Stream Team community at relevant events and meetings.

Actions:

- 3a.** Attend Missouri Clean Water Commission meetings on behalf of the Associations of Stream Teams United.
- 3b.** Attend the annual Conservation Day at the Capitol.
- 3c.** Participate in other stakeholder events and meetings as appropriate when the purpose of the meeting aligns with the mission of Stream Teams United and when scheduling allows for attendance.
- 3d.** Encourage Stream Team volunteers generally to attend the above meetings and events.
- 3e.** As we become aware of local issues (e.g., TMDLs on local streams, draft watershed plans open for public comment), provide notice of advocacy opportunities to local Stream Teams.



Goal 4: Provide opportunities for elected and appointed officials to interact with Stream Teams and Stream Teams United.

Actions:

- 4a.** ED and/or board members will seek opportunities to reach out to and interact with elected and appointed officials.
- 4b.** ED and/or board members will seek opportunities to invite legislators to Stream Team events including Paddle MO; and consider hosting media/legislator educational float trips/events on targeted area waterways.
- 4c.** Host a Stream Team advocate lunch/meeting in Jefferson City to provide information to Stream Teams during the legislative session and provide opportunities to reach out to elected and appointed officials.
- 4d.** Explore hosting a Stream Team Day at the Capitol – perhaps to coincide with Citizen Science Day in April.

Stream Teams United Focus Areas, Goals, and Action Items

Stewardship

Goal 1: Provide information and assistance to Stream Teams for tire disposal from clean-up events.

Actions:

- 1a.** Provide information to Stream Teams about regional partners who assist with tire disposal.
- 1b.** When needed, utilize funds from the Chuck and Sharon Tryon Revolving Tire Fund to assist with the upfront cost of tire disposal and their reimbursement.



Goal 2: Serve as a partner in efforts to eradicate or manage invasive species (e.g. bush honeysuckle) in our watersheds.

Actions:

- 2a.** Become a stakeholder in the Grow Native! Missouri Invasive Plant Taskforce (MOPI) for ongoing information about invasive species.
- 2b.** Provide presentations and other forms of information to Stream Team Associations and Stream Teams on invasive species and their increasing threat to watershed health.
- 2c.** Identify and facilitate opportunities for hands-on projects to control invasive species and educate communities about their threat to watershed health.

Goal 3: Serve as a partner in efforts to promote and establish native vegetation in Missouri watersheds.

Actions:

- 3a.** Become a member of Grow Native! as an education organization and participate in GN! workshops.
- 3b.** Provide various presentations and forms of information to Stream Team Associations and Stream Teams on ways native plants contribute to watershed health.
- 3c.** Identify and facilitate opportunities for hands-on projects to plant native species and to educate communities about the contributions native plants provide to watershed health.

Stream Teams United Focus Areas, Goals, and Action Items

Capacity Development/Fundraising

Goal 1: Maintain a written capacity development/fundraising plan and capacity development/fundraising committee.

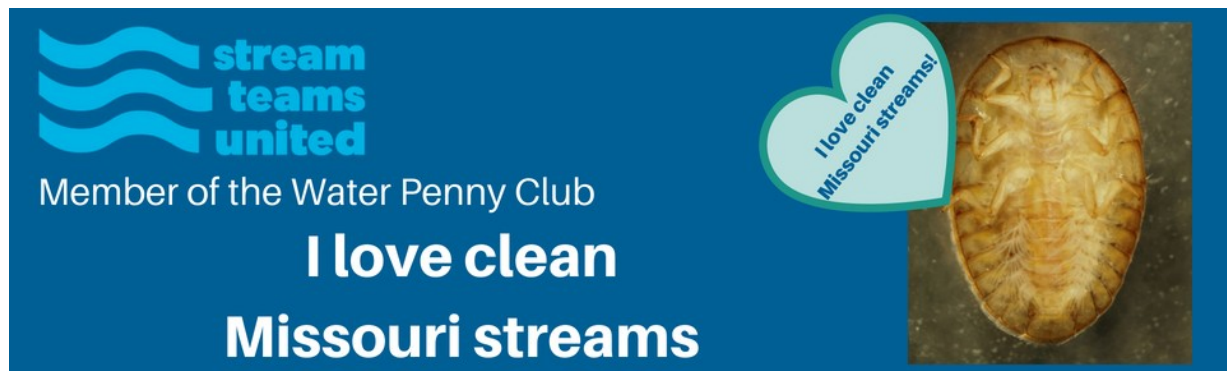
Actions:

- 1a.** The ED and Capacity Development/Fundraising committee will conduct an annual review of the Capacity Development/Fundraising strategy, update it as needed, and present the strategy to the board at the annual meeting.
- 1b.** Stream Teams United will maintain a Capacity Development/Fundraising committee with a minimum of five members asked to serve for a three-year period.

Goal 2: Increase the amount of electronic/regular giving to Stream Teams United.

Actions:

- 2a.** Encourage participation in the “Water Penny Club” – where individuals register on-line, via Stream Teams United website, to donate a specific amount either monthly, quarterly, or annually.
- 2b.** Apply to become a charity eligible for donations in the Missouri State Charitable Campaign.
- 2c.** Increase participation in on-line giving platforms (such as Amazon Smile, Facebook, etc.).



The Water Penny Club is the group of individuals that donate “automatically” at known intervals (monthly, quarterly, or annually) through the electronic donation process at www.streamteamsunited.org.

Goal 3: Maintain and develop contacts with foundations, potential major donors, and corporate entities.

Actions:

- 3a.** ED and/or board members will proactively reach out to at least one foundation, corporate entity, or potential major donor each month.
- 3b.** Potential major donors will be invited to Stream Teams United annual events, including Paddle MO or other annual events of the organization.
- 3c.** Recognize and thank all major donors on an annual basis as described in the Capacity Development/Fundraising strategy.

Stream Teams United Focus Areas, Goals, and Action Items

Capacity Development/Fundraising (continued)

Goal 4: Seek grant funding to support projects and activities of Stream Teams United.

Actions:

- 4a.** Create a list of anticipated deadlines for conservation/environmental stewardship grants and other funding opportunities.
- 4b.** Apply for a minimum of one grant/quarter.
- 4c.** Utilize the 501(c)(3) status of Stream Teams United to apply for grants on behalf of member Associations and Stream Teams.

Goal 5: Maintain and expand Paddle MO through a “Paddle MO action team” within Stream Teams United.

Actions:

- 5a.** Recruit volunteers to serve on the “Paddle MO action team”.
- 5b.** Expand the potential of the Paddle MO trademarked logo by offering items for sale—including t-shirts, hats, and other items.
- 5c.** Secure corporate and individual sponsors for annual Paddle MO events and scholarships.
- 5d.** Seek and obtain grants for various components of annual Paddle MO events.



Goal 6: Coordinate at least one annual Stream Team event to bring Stream Teams together and also serve as a fundraiser.

Actions:

- 6a.** Consider annually the type and scope of annual event(s) for the upcoming year.
- 6b.** Develop volunteer action team(s) to assist with coordination of the annual event(s).

Goal 7: Maintain the Missouri Stream Teams license plate program and seek opportunities to expand participation.

Actions:

- 7a.** Consider a modification to the current Great Rivers State license plate.
- 7b.** Seek opportunities to advertise the availability of the license plate to Stream Teams and non-Stream Team audiences.

Goal 8: Establish an investment or endowment fund for the general operations of Stream Teams United and a fund for Stream Team Associations.

Actions:

- 8a.** Develop a structure and process for donating to specialized funds as well as policy and procedures to manage each fund.
- 8b.** Create donation level and process for “Supporters” or “Friends” of Stream Teams United.

Stream Teams United Focus Areas, Goals, and Action Items

Capacity Development/Fundraising (continued)

Goal 9: Increase the number of Stream Team Associations within the state and involve new volunteers each year with Stream Teams United.

Actions:

- 9a.** Create and support an officer position within Stream Teams United dedicated to recruiting new Associations and volunteers for the organization.
- 9b.** Establish “action teams” for organization events (i.e. Paddle MO, Watershed Celebration Picnic, annual event) and recruit new volunteers to “action teams” each year.
- 9c.** Recruit and establish at least one new Stream Team Association in each of the next 5 years.

Our Stream Team Associations

The Missouri Stream Team Watershed Coalition: Bringing Stream Teams together since 1999

Big Piney River Stream Team Watershed Association

Blue River Watershed Association

Deer Creek Watershed Alliance

Green Hills Riverwatch

Greenway Network

LaBarque Creek Watershed Association

Lake of the Ozarks Watershed Alliance

League of the Watershed Guardians

Little Blue River Watershed Coalition

Mill Creek Watershed Coalition

Missouri Bootheel Stream Team Association

Missouri River Community Network

Missouri River Stream Team Association

Miramigoua Stream Team Association

Northern Ozarks Rivers Partnership

Ozark Water Watchers

River des Peres Watershed Coalition

Scenic River Stream Team Association

South Grand River Watershed Alliance

Stewards of Grand Glaize

Yadkin Creek Watershed Coalition

To form an Association and join Stream Teams United visit mstwc.org/act-now/become-an-association/



www.paddlemo.org



www.streamteamsunited.org



www.mocleanmarina.org

Thank you

To all the board members and volunteers that participated in creating this plan, and to all of our financial supporters and friends who make our mission possible.