OFWIM STRATEGIC THINKING RESULTS

What We Learned in 2019-2020
**PAST**
Original Intent
1993

**PRESENT**
Current Reality
2020

**FUTURE**
Desired Direction

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**ACTIONS (2020)**

1. **Membership**
   - What do our members think about these key questions?
     - Member survey
     - Membership trends
     - Member interviews

2. **Records**
   - What do records (i.e., past proceedings, business meeting notes) convey about these questions over time?
     - Document review

3. **Committees**
   - How have our committees evolved and what do they think about they fit in to these key questions?
     - Committee report

**WHO**
- Who does OFWIM serve?

**WHAT**
- What does OFWIM provide?

**WHY**
- Why is OFWIM important?

**HOW**
- How does OFWIM reach its desired constituents?

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**RESULTS (2020-2021)**

1. **Summarize Findings**
   - Answer each question in the wheel for the Past, Present, and Future based on action item findings

2. **Identify FUTURE Goal Ideas**
   - How will OFWIM answer the key questions into the future?
   - Record actionable item ideas for redirecting OFWIM into the future

3. **Action (2021)**
   - Clarify and develop actionable items – for example: modifying Vision & Mission, adjusting committees and committee goals, retargeting outreach, developing a membership offering, new infographics, etc.
   - Implement actionable items
DID YOU KNOW?

BEGINNINGS

1992: Idea
1993: First meeting
1994: Establish Bylaws
1995: Non-Profit Status
DID YOU KNOW?

REGIONAL STRATEGY

- **Regions:**
  - West
  - Midwest
  - Southeast
  - Northeast

- Recruit participation, organize regional meetings or trainings

“The use of regional contacts has not been particularly successful in developing new members or participation in the annual meetings.”

2012 Business Report
DID YOU KNOW?

COMMITTEES

■ Original Committees:
  - **Outreach** – Liaison with other organizations, sponsor interagency meetings on data availability and sharing
  - **Technical Trends** – Review technical trends and report to OFWIM
  - **Membership** – Recruit new members
  - **Communications** – Newsletter, organize annual meeting, mailing list
  - **Data Standards** – Develop and maintain data standards handbook
“Lack of participation and/or leadership, consolidate efforts.”
CMO Committee Today

- Newsletter
- Website and social media
- Groupsite
- Membership
- Travel grant/advertise meeting
- Historical documents
- Innovate new ways to accomplish tasks

Top Challenges: New members, newsletter content, maintaining online presence with new technology
T&E Committee Today

- Share external training opportunities
- Provide internal training events
- Workshop training

**Top Challenges:** Member input on training topics, low interest in offered training events
ENA Committee Today

- Facilitates the nomination and election of officers
- Manages Innovation Award
- Manages Service Awards
- Manages Student Scholarships
- Manages fundraising for student scholarship fund

Top Challenges: Recruiting at least two candidates for each available officer position
Conference Planning Committee Today

- Plan the annual conference and business meeting

**Top Challenges:** Workshop planning, local “on the ground” support
DID YOU KNOW?

MEMBERSHIP

■ Originally state employee oriented
■ More federal employee representation in the past
■ Representation from nearly every state, just not at the same time!
■ Average membership for all members over time is 3 years
■ 41% of members only for 1 year (2012 Business Report)
Membership Today

- State employees
- Degree in Wildlife Management, Biological Science, Natural Resources Management, and GIS/Geography
- Identify as GIS, data/information, or technical professionals
- Career established professionals (20+ years in field)
- Heard about OFWIM through coworkers
- Most are part of an organizational membership and renew online
DID YOU KNOW?

SERVICES – ORIGINAL INTENT

- Defining and cataloging data standards and efforts
- Outreach and collaboration with other agencies or groups
- Networking and collaboration among members
- Use technology to address conservation challenges
Services Today

NETWORKING

PRESENTATIONS

ANNUAL MEETING

NETWORKING

SOCIALS
Greetings fellow OFWIM Members, Summer is upon us and in less than three months we will be gathering in Chattanooga, TN for the 2017 OFWIM Conference and Business Meeting. This year marks the 25th Anniversary of OFWIM. So make plans to join us and help us celebrate, reconnect with old friends and colleagues, and pass on or learn some new ideas. Inside this newsletter you will find information about the registration costs, a tentative agenda and the call for papers. Have an interesting project you have been working on and want to share? Please submit that abstract. Don’t feel like doing a presentation? Then consider doing a poster or live demo at the Hacker’s Ball. It’s a great opportunity to network and showcase something you have been working on. The conference theme this year is “A Picture is Worth 1000 Words: Displaying and Sharing your Data in a Compelling Way.” Thursday’s workshop, “Making a Map from Start to Finish” is not just for GIS nerds! Even if your job doesn’t involve creating maps, you will gain insightful tips on design, color, and balance for any presentation you may have to do. Tuesday’s field session will be educational and informative as we tour TWRA’s Hiwassee Refuge.

INSIDE THIS ISSUE
2017 Conference Flyer
Call for Papers
Preliminary Agenda
Guide to Conference Expenses
Student Scholarship Award Application
Capt. Jack’s Continuing Adventures
Tips & Tricks
MDC’s Watershed Managed Hunt System
2017 Innovation Award Application
OFWIM Membership
OFWIM Officers and Committees
PAST

State employees
Networking
Promote technology to support conservation challenges
Annual Meeting

Outreach to external organizations
Data standards & technology trends

PRESENT

State employees
Networking
Promote technology in support conservation challenges
Annual Meeting

FUTURE

Specialized community that allows fish and wildlife information managers to network, learn, and find support.
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**CHALLENGES:**

- LACK OF TIME
- Growing membership
- Keeping up with technology
Next Steps: Committees and Members

- Review summary of results and **provide input for strategic thinking report**
- **Provide potential goals and action items** relevant to your committee and/or to the organization as a whole