



Supervisor Success Guide: Purpose of SWCDs, Visions of Success, Measures of Excellence and Job Description

Purpose of Soil and Water Conservation Districts

To provide information about soil, water, and related natural resource conservation; identify and prioritize local soil and water resource concerns; and connect land users to sources of educational, technical and financial assistance to implement conservation practices and technologies.

Visions of Success

1. The district is respected for putting people with questions and concerns about soil, water, and related natural resource issues in touch with people with answers and solutions.
2. The district is recognized as the local hub that connects land users to educational, financial, and technical assistance for applying conservation practices and best management technologies to address soil and water quality problems.
3. Local citizens recognize the district as a key leader in soil and water quality.

Measures of Excellence

1. Five local supervisors govern the district. The supervisors possess diverse backgrounds, talents, skills, and experiences.
2. The district has a current strategic long-range business plan that identifies, prioritizes, and addresses key planning areas: local soil, water, and related natural resource concerns, governance and administration, land operator and resource owners, public stakeholders, marketing and communications, partnership and collaborations, leadership development, and staff development.
3. The district has a current annual plan of work that addresses priority issues identified in the long-range business plan.

4. The district has formal agreements and excellent working relationships with pertinent local, state, and federal agencies and private organizations.
5. The district employs a professional manager with training in program development and evaluation, financial and personnel management, public relations, and revenue enhancement. The district manager understands both agriculture and urban soil and water conservation issues.
6. The district administers an online presence and an electronic directory of natural resource professionals and resource materials.
7. The district employs a skilled director to assist customers in a timely courteous manner.
8. The district's information and education outreach programs focus on soil and water quality, and related natural resource conservation.
9. The district communicates with the local Cooperative Extension Service about projects, adult and youth education programs. The district educates youth by equipping classroom teachers and other educators with resource materials on soil and water quality.

Supervisor's Job Description

1. Identify local concerns, set priorities, and then develop, implement and evaluate long and short range plans and programs to address these prioritized concerns.
2. Participate in appropriate multi-district activities such as watershed projects, river basin projects, resource conservation and development efforts, and multi-district educational efforts such as field days, workshops, and seminars.
3. Educate and inform landowners and operators, general public, and local, state, and federal officials and legislators on conservation issues and programs.
4. Seek funding and coordinate program assistance from local, state and federal sources, commercial sources, charities, and private groups and individuals.
5. Administer the SWCD programs and activities by delegating tasks through a structure of SWCD supervisors, staff, committees and volunteers.
6. Supervise SWCD staff and volunteers working with the SWCD, and coordinate conservation efforts with cooperating agency personnel.
7. Manage all district-owned funds, facilities, products and equipment.