

STRATEGIC PLAN for CPESC, Inc. (2003 – 2008)

PURPOSE

The purpose of the CPESC and CPSWQ Programs is to certify individuals who are technically qualified in the erosion and sediment control and storm water quality fields.

FIVE YEAR VISION

We are recognized as the leading certification body for erosion and sediment control and storm water quality worldwide.

1. Through broad legislative language.
2. Through broad professional participation.

OBJECTIVES

- A. Remain financially self-sufficient (retain 1 year operating budget in savings).
- B. Hire full time staff.
- C. Attain 4,000 registrants with 10% outside the USA.
- D. Maintain standardized training and exams for applicants.
- E. Obtain global recognition.
- F. Achieve 30 states with legislative language recognizing CPESC and CPSWQ.
- G. Develop a viable In-Training Program for CPESC and CPSWQ with 10% of registrants being IT.
- H. Use the web site as a major vehicle for communication.
- I. Attain 100% of IECA and SWCS higher education courses being taught by certified individuals.
- J. Achieve recognition of the CPESC and CPSWQ programs by Federal, State and local agencies.

IMPLEMENTATION PLAN

- A. Steps to becoming financially self-sufficient
 1. Identify and pursue new revenue sources
 - **S D. Lake** to draft proposal for grant from EPA for CPSWQ by 11/30/02.
 - Seek grants to develop and deliver programs to potential applicants
 2. Seek donations (for specific and general use)
 - **L E. Scherer** to draft policy on contributors by 5/30/03
 3. Provide Exam Review Courses
 - Identify national conferences where courses can be presented - **S D. Ward**
 - Provide web based review courses - **L D. Ward**

- Provide courses at IECA and SWCS Chapter Meetings - **S D. Ward**
 - 4. Increase workbook sales for both programs - **S D. Ward**
 - 5. Develop and implement fee for CPSWQ applications and renewals - **done 5/02/02**
 - 6. Review Application Fees and Renewal Fees for appropriateness - **done 5/02/02**
- B. Steps to achieve full time staff
- 1. Hire Executive Director - **S done 6/1/02**
 - 2. Hire Administrative Assistant - **S at registrant level of 2,500**
 - 3. Hire CPESC Program Assistant - **L at registrant level of 4,000, part-time at 3,000**
 - 4. Hire CPSWQ Program Assistant - **L at registrant level of 4,000, part-time at 3,000**
- C. Steps to achieve 4,000 certified professionals with 10% being from outside the USA
- 1. Promote the programs through IECA and SWCS web sites - **S D. Ward**
 - 2. Promote the programs through *Erosion Control* and *Stormwater* magazines - **S D. Ward ongoing**
 - 3. Promote the programs through participation in related conferences - **S see J.1. below**
 - 4. Promote the programs through IECA and SWCS Chapters - **S D. Ward ongoing**
 - 5. Promote the programs through Regional and Area Representatives - **S E. Norton ongoing**
 - 6. Provide a list of active members on web for use by public - **S D. Ward ongoing**
 - 7. Finalize and roll out the CPSWQ program as a parallel certification - **S done 2/03/03**
 - 8. Provide on-line list of study references - **S C. Forrest to provide list to D. Ward**
- D. Steps for maintaining standardized review courses and exams for applicants
- 1. Develop and implement a method for updating training and exams - **I D. Ward by 2004**
- E. Steps for obtaining global recognition
- 1. Obtain recognition as international experts in the field of erosion and sediment control and storm water quality through IECA/SWCS foreign chapters - **I G. Deegan**
- F. Steps for having 30 states recognize CPESC and CPSWQ through legislative language.
- 1. Develop and make available model language - **S D. Ward by 11/30/03**
 - 2. Collect and make available existing language - **S D. Ward by 11/30/03**
- G. Steps for having a viable (10% by 2008) In-Training Program
- 1. Promote through IECA and SWCS Chapters - **I D. Ward**
 - 2. Promote through State and National Universities and Colleges - **S D. Walker**
 - 3. Promote through Regional and Area Representatives - **S D. Walker**
 - 4. Develop a mentoring program - **I D. Ward**
- H. Steps for using the web site for communications
- 1. Use the web site as a major communication source for members, applicants and interested parties for distribution of announcements, etc. - **I Web Master**
 - 2. Provide on-line training classes - **L Web Master**
 - 3. Provide on-line registrant information - **S Web Master**

- I. Steps for achieving 100% of IECA and SWCS higher education courses being taught by CPESC/CPSWQ individuals
1. Develop a policy on Endorsed Courses and provide to IECA and SWCS - **L D. Ward**
 2. Request that IECA and SWCS consider requiring their instructors to be either a CPESC or CPSWQ - **L D. Ward**
- J. Steps for becoming recognized by Federal, State and Local agencies/groups
1. Pursue recognition from the following (not an all inclusive list)
 - EPA - **S D. Lake**
 - USDA/NRCS - **S E. Scherer**
 - NACD - **S D. Ward**
 - Land Improvement Contractors Association - **M D. Lake**
 - Associated General Contractors - **M C. Forrest**
 - Home Builders Association - **M E. Norton**
 - USFS - **S E. Scherer**
 - National Association of District Employees - **S D. Ward**
 - Building Industries Association - **M C. Forrest**
 - North American Turf Association - **M E. Scherer**
 - Nurserymen's Association - **M D. Lake**
 - Canadian Forestry Industry - **S D. Walker**
 - Society of Ecological Restoration - **S D. Walker**
 - NA Lakes Management Association - **M D. Lake**
 - Roadside Revegetation Management - **S D. Ward**
 - American Society of Forestry **M - E. Scherer**
 - FHWA – **S C. Forrest**

Legend:

L = Long-term (3 – 5 years)

I = Intermediate term (2 – 3 years)

S = Short-term (1 – 2 years)