

**MWCA Strategic Plan
2013 - 2015**

Mission

Working together to strengthen and support noxious weed management efforts in Montana.

Core Purpose

Promoting Weed Management

Core Values

Awareness, Leadership, Education, and Working Together

Strategic Direction

Leadership

- Continue building leadership to facilitate endorsement, funding and implementation of Montana's weed management plan.

Awareness

- Increase awareness until noxious weeds are considered a leading environmental issue in Montana. This will be done through re-framing the noxious weed issue to engage the public, increasing noxious weed funding to deliver messages, and to continue to educate elected officials on the impacts of noxious weeds.

Integrated Weed Management

- Continue to promote integrated weed management efforts through support of education and research and continue to develop and improve the MWCA website.

Fundraising

- Focus efforts on increasing unrestricted income and grant income as much as needed to support awareness, networking and research assistance goals.

Partnerships

- Enhance partnerships to ensure success
 - Develop relationships with others to support mutual efforts including surrounding states, the Ag Coalition, other NGO's, oil and gas companies, and aquatics and fisheries
 - Promote the Fight 5 campaign
 - Identify funders interested in weed management and develop potential partnerships.