



Hillsborough Soil and Water Conservation District

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BOARD OF SUPERVISORS
Chris "Bear" McCullough, Seat 1
Ryan Gill, Seat 2
Vacant, Seat 3
Robert "Myke" Morris, Seat 4
Vacant, Seat 5

Executive Director
Dr. Joe Walsh

PERFORMANCE STANDARDS, MEASURES, AND GOALS for FY 2025

1. Develop a Public Relations/Stakeholder Communications Plan that engages targeted audiences/stakeholder groups in developing the Strategic Plan for 2025-2030
2. Establish X number of additional social media channels
 - a. Success - track increasing numbers of social media hits on Conservation District media channels
3. Hold at least Two Public Workshops to solicit input on progress with the Strategic Plan, Agency Priorities, Development of Technical Services, and performance standards and goals
4. Adoption of a Strategic Plan for 2025 -2030 by the Board of Supervisors, to be implemented in phases, with buy-in from the Conservation District's vested stakeholders
5. Adopt Performance Standards and publish Agency's FY 2024-2025 performance for public review and comment by December 1st, 2025
6. Community Information Liaison position - Develop Subject Matter Expertise of this position in collaboration with USDA NRCS, University of Florida, Hillsborough County Cooperative Extension Service, SWFWMD, and other agencies as identified through Stakeholder Input
 - a. Technical Service offerings – Initiate at least one technical service offering assigned to Community Information Liaison by end of year 2025
7. Agricultural Technician Cooperative Funding Agreement – success will be approval and implementation of a cooperative funding agreement between the Conservation District, USDA/NRCS and Hillsborough County BOCC; technical staff position to begin with FY 2025-2026; Develop Subject Matter Expertise of this position in collaboration with USDA NRCS and other agencies as identified through Stakeholder Input
 - a. Technical Service offerings – Deliver technical services in 2026, per work plan developed in collaboration with USDA/NRCS for the Agricultural Technician position
8. Agricultural Leadership Internship – Partner with University of Florida to establish a recurring collegiate internship in a discipline of agricultural science or management beginning in 2025
 - a. Goal to host at least one agricultural collegiate intern in 2025
 - b. Establish the reputation of the Conservation District's internship as a competitive opportunity