

Goal (simple, sensible, significant)	Strategies/Objectives	Measurable (how will success be measured) Be specific.	Who is responsible for tracking and how/where will they track?	Relevant (reasonable, realistic, and resourced, results-based) - How does this further the mission of HIP and the committee?	Does this goal address an identified challenge?	Does this target a specific species?	Timebound (deadline)
<b>Track our successes and effectiveness (make tracking a priority)</b>	Track and save print and online new publication articles and references from partners and traditional news outlets.	Count total number. Save copies in OneDrive. Estimate reach by approximate readership. Set up a google alert.	Phil and Claire (plus everyone)	Help us measure our effectiveness, growth, and show success for grant applications		na	Ongoing
	Track website traffic and produce report at least quarterly.	Generate report quarterly or more often as needed	Claire- tracking spreadsheet in OneDrive.	“ “		na	Quarterly
	Track social media reach.	Claire will follow metrics online and produce reports quarterly or more often as needed.	Claire- tracking spreadsheet in OneDrive.	“ “		na	Quarterly
	Create spreadsheet for tracking	Y/N	Claire - will be in OneDrive	“ “		na	January
	Track the creation of new resources we have created (flyers, presentations, etc.)	List in tracking spreadsheet	Laura	“ “		na	Ongoing
<b>Expand education committee</b>	ID missing partners or organizations we want to have representatives from.	Generate a list of people or organizations we are targeting for participation.	All-- January ed meeting	We need more people to manage and complete tasks to achieve our education committee goals.	Yes- limited members in committee	na	January
	Develop plan to engage them and initiate	Outreach sent, follow up.	All-- January ed meeting	“ “	Yes- limited members in committee	na	Feb
	Have partners talk in meeting about their environmental stewardship approach and engage them in the meeting (Ex. utility companies, CILTI, etc.)	4 x/yr. - Claire	Claire- tracking spreadsheet in OneDrive.	“ “	Yes- limited members in committee	na	Quarterly
	Find/Engage education/marketing person in each of our Park's partners and in Townships (expand Ed committee)	Identify 15 individuals in targets organizations	Phil	“ “	Yes- limited members in committee	na	February

	Encourage engagement with the ed committee as part of presentations, social media. Have a call out to join us in each presentation and on social media.	Call to engage with ed committee in all resources.	Y/N	“ “	Yes- limited members in committee	na	Ongoing	
	Re-engage those who expressed initial interest via email (share successes of 2020, goals for 2021). -Email with list of goals asking people to help		Y/N	Claire	“ “	Yes- limited members in committee	na	February
	Existing members find 1 person to join.	y/n		Lisa, Claire, Laura, and Phil	“ “	Yes- limited members in committee	na	April
	Connect with HCMG	5 new people?		Lisa and Laura				January - committee fair
<b>Utilize multiple outreach mechanisms to connect with priority audiences</b>								
	Rank top 5 audiences for 2021, their contact points, and contact methods	Create spreadsheet and include in Drive for access		Phil	Prioritize target audiences.			January - hip ed agenda
	Launch website (ID layout and target audiences)	Y/N		Laura and Claire	Main location of resources and information on HIP.			ISAW in late Feb.
	Website launch campaign	Social posts (3?), share with partners to have them re-post/share.		Claire				Feb (basic launch)
	Host HAMPAs at least once.	Y/N		Claire	Connect with parks partners			Summer - feb/march ed agenda
	Temporary invasives signage	ID what temporary signage is needed and order. Set up distribution system.		Committee /Claire	Education for field work/project sites.	Increase awareness of HIP and education passersby	Potentially	March/Feb agenda
	Permanent signage - work with public lands	Six locations		Phil	public awareness, engage decision makers, education.	Increase awareness of HIP and education passersby	top 10	EOY

Invasive Species Awareness Week Campaign Feb 22-28 (website), May 16-23 (action)	Get commissioners to declare invasive species awareness week. Installation of a boot brush station. Host Weed Wrangles.	Claire	public awareness, engage decision makers, education.			May
Sponsorship program for Boot Brush Stations	Get sponsors for 3 boot brush stations.	Lisa - Claire will provide background info to Lisa.	Partnership building, financial support, education			EOY
Garlic mustard buckets and bag? With giveaway event ("dog bag" for garlic mustard idea- biodegradable?) Donation for buckets from lowes with stickers	# of buckets given away (retailer giveaways)	Claire	Encourage gm removal, education		GM	May
Boot brushes (handheld)	Created and hand out	Claire				Feb.
Guidance document (City of Noblesville), Calendar,	Development of guide	Claire and Phil, tech com	Fundraiser, this will also serve as a base information/education tool for HIP	Lack of standards, master recommendations document	top 10	Summer
Social media campaign to address calendar and specific species at bloom/treatment	3 posts	Claire - tracking sheet	Public awareness	Lack of awareness of timing, education specific to species characteristics	Yes	Dependent on resource dev. (summer?)
Present to established HOA groups (WeCAN and CCAN)	1 pres. each group.	Phil (coordination), Lisa (speaker)	Connect with targeted audiences.			EOY
Invasive Replacement Day on public property/leverage media (Idea- sponsor replacement tree/plant)	2 events	Phil	Public awareness, municipality, and retail support			EOY
Encourage/investigate community invasive removal/replacement program. Look at writing a grant to get funds to do this in 2022. Offer alter"native" resources.	Solicit interest from partner organizations (potentially after HAMPAs), look for grant options.	All?		Community interest in replacement programs.	Potentially	EOY
Grow Native - develop a team/subcommittee to work on promoting the Grow Native program in HC. Offer retailer surveys of their stock and suggested species replacement lists. Tie in sponsorship of boot brush station.	Dependent on project leader	Dependent on project leader				Summer

<p><b>Provide quality onsite technical assistance/leadership to private landowners and HIP partners</b></p>	<p>Create and activate HIP strike team</p>	<p>Create and activate HIP strike team; identify landowners/managers or locations needing services; host 4 planned strike team events and explore other opportunities as presented</p>	<p>Kim, Taylor, and Dorrie-tracked in spread sheet</p>	<p>Educates Strike team members; removes invasives on key properties; enhances public education and awareness</p>	<p>Yes, a Strike Team will remove invasives, provide hands-on training; enhance awareness</p>	<p>no, but it could if we see a need</p>	<p>Have next one planned by each event; Dec. 2021</p>
<p>Promote and enable herbicide applicator licensing or certification to HIP members and partners</p>	<p>Host one herbicide applicator licensing course (depending on COVID), or host learning group for online course; provide certification guidance; purchase necessary textbooks for loan</p>	<p>Taylor</p>	<p>Encourage HIP members, volunteers, etc. to become licensed in order to have more technical training and to share that technical information with landowners.</p>	<p>Strengthens HIP's Strike Team, enhances HIP's overall expertise</p>	<p>no</p>	<p>no</p>	<p>Research opportunities by spring, take class in summer/fall</p>
<p>Promote landowner site assessments by HC SWCD and/or SICIM</p>	<p>Promote, conduct, and publish (when applicable) 20 site assessment surveys conducted by HC SWCD and/or SICIM</p>	<p>Taylor and Mary</p>	<p>Increases awareness, provides pertinent information for landowners and managers.</p>	<p>Yes, it provides ID, remediation and protection information for landowners and managers. Promotes public awareness.</p>	<p>no</p>	<p>no</p>	<p>Dec. 2021</p>
<p>Confer with HC park districts to learn how the Technical Committee might help them manage invasive species</p>	<p>Assist HIP's hosting of a meeting with HAMPAs to discuss HIP/HAMPA coordination. Produce video/presentation of technical information</p>	<p>TBD</p>	<p>Working with park managers is a good way to improve the parks, promote volunteerism, and promote public education</p>	<p>Yes, park districts already have good contacts with the public. Servicing the parks helps HIP service the public.</p>	<p>no</p>	<p>no</p>	<p>Depending on date of meeting</p>

	Complete and deliver City of Noblesville Invasive Species Report	Contribute when needed in collaboration with the SWCD and Education Committee. Contributions include: Top 10 invasives flyer content, Control method content, disposal methods content. Claire will assemble into document.	Taylor	Produces a document describing the importance of invasive species, how to identify them, and how to treat them that can be redistributed.	Yes, it provides technical information in layman's terms to landowners/managers and municipalities.	no	May-21
<b>Develop management resources for landowners and partners</b>	Create a Landowner's Toolkit specific to Hamilton County for identifying and removing invasive species	Create a page on the HIP website that links to HC specific information compiled by the Technical Committee	Joanna	The Toolkit will place all available information specific to HC in one easily accessible location	Yes, information specific to HC is not generally available	no	Dec. 2021
	Create, publish, and distribute a calendar showing the time of year plants are most recognizable/noticeable/treatable in Hamilton County	Distribute calendar via HIP website and deliver to Education Committee	Kim	The calendar will help landowners and managers select the best times to detect and treat invasive species in HC.	Yes, it will increase public awareness and optimize remediation and protection efforts.	no	Dec. 2021
	Create a Hamilton County guidance document specifying cover seed mixes to use after invasive removal	Create a guide explaining seed cover options for newly remediated areas; list potential seed sources	Taylor	Helps landowners and managers suppress emerging invasives after clearing invasive species	Yes, information regarding seed mix options and sources specific to HC is not readily available.	no	Dec. 2021
	Create and publish a list of professional contractors experienced in restoration	Create and publish a list of professional contractors experienced in remediation; provide sample cost estimates	TBD	Helps landowners' and managers' contact professional services when needed	Yes, some remediation tasks are too large for landowners/managers.	no	Jul-21

	Collaborate with Ed Committee on technical information for the website	Beyond the Landowner's Toolkit, identify any other documents and links we want to offer; give input on the overall website.	Taylor	Provides Hamilton County specific resources to landowners in one location.	Yes, it will make technical information more accessible and keeps our most commonly used resources in one place.	no	February 22, 2020 in time for Invasive Species Awareness Week
	Help Education Committee make additions to the tool loan program at the SWCD.	Help Ed Committee identify what invasive management resources could be sold at the SWCD or made available through tool loan program (daubers, etc.).	Kim	Provides resources for land managers to actively manage invasives; makes invasive management accessible for individuals.	Yes, it provides the physical tools needed for invasive identification and management.	no	Feb. 2021
<b>Identify and initiate standardized use of mapping and reporting systems.</b>	Select best invasive species mapping option(s) for general use (HIP members, public, etc.) in HC.	Determine the mapping needs of HIP and select the most efficient method; Recommend an option for HIP. This data will be entered into EDDMapS. Determine best practices for reporting.	Taylor and Claire	A common mapping tool will allow HIP to locate invasive species hot spots and protection zones in HC; We will have a way to store data in future surveys.	Yes, it will increase public awareness and prioritize remediation and protection efforts.	no	Summer 2021
	Train 5 Tech Comm. members to use CCPR's method for mapping invasives	5 HIP members complete training.	TBD	Tech Committee will be better able to support CCPR's mapping of their parks; we may encourage other parks districts to adopt a similar mapping methodology	Yes, it increases public awareness and enables CCPR to locate & control invasives in their parks	no	Spring 2021
	Create and publish a list of species prioritized for early detection and a protocol for reporting those species	Confer with experts about emerging species in Hamilton County and determine a best practice for reporting.	TBD	Provides a preventative measure for invasive species that aren't currently a problem but may be in the future.	Yes, most of what HIP does is reactionary. This is more of a preventative measure.	no	Document layout/needs completed June 2021. Finalized by December.

	Establish interested HIP members as recognized observers to report invasive species in EDDMapS.	An account with EDDMapS that is recognized as a reputable source, if possible.	Dorrie, Mary	Yes, it provides HIP a way to gather invasive species data and communicate that data to the public	Yes, presently HIP lacks software tools to gather and display this information	no	Spring 2021
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