



**SERDC Action Plan  
July 6, 2010**

<b>Dashboard</b>	
<p><b>Strategy A: Executive Committee</b>  <b>Goal: Provide oversight of the SERDC, Board, staff, and membership</b>            Key Lead: Steve Carreras            Board Member: Current SERDC Chair</p>	
<b>Activity</b>	<b>Timeline</b>
<ol style="list-style-type: none"> <li>1. Provide direction to SERDC Board and committees</li> <li>2. Hold periodic conference calls and meetings to ensure Board communication on priorities               <ul style="list-style-type: none"> <li>-Monthly conference calls for Ex Com and Board</li> </ul> </li> <li>3. Review of dashboard to ensure Board activities are being completed</li> </ol>	<ul style="list-style-type: none"> <li>• Monthly Conference Calls</li> <li>• Dashboard updated monthly</li> </ul> <p><b>Deliverables</b></p>
<p><b>Strategy B: Membership</b>  <b>Goal: Assist with increasing new members as well as retain current SERDC Membership; oversee admin position for website, newsletter, renewals on membership</b>            Key Lead: Stephanie Baker; Contract Staff: Jennifer Cooper; Volunteer Staff: Arthur Ferguson            Board Member: First Vice Chair</p>	
<b>Activity</b>	<b>Timeline</b>
<ol style="list-style-type: none"> <li>1. Work with associated contract staff to grow new membership and ensure membership renewals are sent out               <ol style="list-style-type: none"> <li>a. Manage SERDC Wild Apricot membership renewal – significant membership renewal in July from legacy memberships; others are rotating throughout year upon sign-up</li> </ol> </li> <li>2. ID potential new members through soliciting contacts from Board. (i.e. Each Board member provides Ex Com a minimum of 5 prospects at beginning of each calendar year. Volunteer staff to follow up with prospects throughout calendar year and engage Board members in recruitment process.)</li> <li>3. Volunteer or Contractual Staff and Board travel to</li> </ol>	<ul style="list-style-type: none"> <li>• July 1, 2010 – membership renewals are sent out; other membership renewals are on date of sign-up so are periodically done</li> <li>• Ex Com Chair receives member prospects on January 1. Prospects are shared with volunteer staff. Member development at annual meetings.</li> <li>• Membership dues are reported at appropriate</li> </ul>

<p>and network at SRO and other recycling industry meetings to bring in new members.</p> <p>4. Staff works w/ SERDC treasurer to ensure membership receipts are appropriately accounted for.</p>	<p>meetings</p> <p><b>Deliverables:</b></p>
<p><b>Strategy C: Mentoring</b>  <b>Goal: Each new SERDC Board member and SERDC member is educated and informed of SERDC's goals and activities to help broaden understanding of SERDC mission among all stakeholders</b>  Key Lead: John Conyers  Board Member: Secretary (Nancy Womack)</p>	
<p><b>Activity</b></p> <ol style="list-style-type: none"> <li>1. Develop Board mentoring and orientation package</li> <li>2. As new Board members are elected, outreach from mentoring committee takes place to ensure that SERDC history, financials, committees, and expectations are set forth,</li> <li>3. As new SERDC members come on Board, develop process for SERDC Board to reach out to these members and recruit them to become engaged in committees</li> <li>4. Implement process among Board so that SERDC Board members know their responsibilities to new Board members and members at large.</li> </ol>	<p><b>Timeline</b></p> <ul style="list-style-type: none"> <li>• July 1 – January 2010 for Board mentoring</li> <li>• New member involvement in committees – ongoing</li> <li>• Report out progress at monthly SERDC conference calls</li> </ul> <p><b>Deliverables:</b> Mentoring package, new members are part of committees</p>
<p><b>Strategy D: SRO Outreach</b>  <b>Goal: Each SRO or representative body in the eleven state SERDC region is actively involved in SERDC</b>  Key Lead: Christina Treglia  Board Member:</p>	
<p><b>Activity</b></p> <ol style="list-style-type: none"> <li>1. Ensure SERDC is a member in the 11 state SROs</li> <li>2. Contact each SRO director and ask how SERDC can serve their organization, determine partnership opportunities</li> <li>3. Help plan and convene a meeting where SROs are represented and focus on how SROs can help bring a regional focus to recycling and increase recycling rates</li> <li>4. Ensure SROs are represented on Board or advisory council</li> </ol>	<p><b>Timeline</b></p> <p>2010-2011</p> <p><b>Deliverables:</b> SERDC/SRO meeting</p>
<p><b>Strategy E: Communications</b></p>	

<p><b>Strategy E: Communications</b>  <b>Goal: Build and maintain effective communication strategy with SERDC targeted audiences.</b>  Key Lead: Jennifer Cooper/Will Sagar  Board Member: Stephanie Baker/Steve Carreras</p>	
<b>Activity</b>	<b>Timeline</b>
<ol style="list-style-type: none"> <li>1. Monthly newsletter is sent out electronically.</li> <li>2. Website is maintained and updated monthly</li> <li>3. Display is upgraded with new SERDC information</li> <li>4. SERDC informational pieces to the elected officials and other target audiences are developed and communicated</li> </ol>	<p>2010-2011</p> <p><b>Deliverables:</b> SERDC newsletter, website, display, meetings with local government officials</p>
<p><b>Strategy F: Bin Program</b>  <b>Goal: SERDC provides outreach to other states regarding bin program sponsored by Alcoa; SERDC branded bins are provided to states</b>  Key Lead:  Board Member: Greg Wittbecker</p>	
<b>Activity</b>	<b>Timeline</b>
<ol style="list-style-type: none"> <li>1. Ensure communication to 11 states takes place on behalf of SERDC/Alcoa bin grant program</li> </ol>	<p>2010-2011</p> <p><b>Deliverables:</b> Number of states who take advantage of bins.  Number of bins given out to states.</p>
<p><b>Strategy G: Mapping Project</b>  Key Lead: Keefe Harrison  Board Member: Scott Mouw</p>	
<b>Activity</b>	<b>Timeline</b>
<ol style="list-style-type: none"> <li>1. Finalize EPA data</li> <li>2. Conduct GIS mapping</li> <li>3. Provide appropriate information for presentations to states</li> </ol>	<p>2010-2011</p> <p><b>Deliverables:</b> Mapping project on website, number of presentations given on mapping study</p>
<p><b>Strategy H: State Workshops</b>  <b>Goals: Provide educational support and partnership to states in SERDC region</b>  Key Lead: Keefe Harrison  Board Member: Mark Williams</p>	
<b>Activity</b>	<b>Timeline</b>
<p>Plan and implement workshops in Mississippi</p> <ul style="list-style-type: none"> <li>• May 18 - University of Southern Mississippi, Hattiesburg, MS</li> <li>• May 19 - Holmes Community College, Ridgeland, MS</li> <li>• May 20 - Oxford Convention Center, Oxford, MS</li> </ul> <p>Conduct follow-up session at Annual Summit</p>	<p><b>Timeline</b>  May 2010</p> <p><b>Deliverables:</b> Number of attendees at workshops, number of new SERDC members</p>

<p><b>Strategy I: SERDC Annual Summit</b>  <b>Goal: Provide opportunity to build networks between government, industry and SRO's</b>  Key Lead: Stephanie Baker  Board Member: Stephanie Baker</p>	
<b>Activity</b>	<b>Timeline</b>
1. Oversee development of SERDC Annual Summit to be held in Point Clear AL Nov 7-10, 2010	<p><b>Timeline</b> January - November 2010</p> <p><b>Deliverables:</b> Number of attendees at Summit, number of new SERDC members</p>
<p><b>Strategy J: Strategic Recycling Policy Committee</b>  <b>Goal: Develop SERDC's objective assessment of the various alternative mechanisms for recycling and offer its position on the same.</b>  Key Lead: Joe Cattaneo  Board Member: Gregg Wittbecker</p>	
<b>Activity</b>	<b>Timeline</b>
<p>Consider active support for:</p> <ul style="list-style-type: none"> <li>• Mandatory recycling</li> <li>• PAYT</li> <li>• Statutory limits on solid waste disposal (a cap and trade scheme) that places a defacto moratorium on landfills</li> <li>• Support for tipping surcharges for disposal to fund recycling infrastructure</li> <li>• Deposit bills- highly charged but a topic that requires objective information to be disseminated</li> <li>• Extended Producer Responsibility- how would this work in practice w/o mandatory laws to force generators of materials to use the infrastructure that producers will be paying for to build</li> </ul>	<p><b>Timeline</b> 2010-2011</p> <p><b>Deliverables:</b> Appropriate legislation in states is supported by SERDC</p>
<p><b>Strategy K: ReTrac/Metrics</b>  <b>Goal: Collect recycling data (curbside direct to MRF) from industry sources</b>  Key Lead: Steve Thompson  Board Member: Steve Thompson</p>	
<b>Activity</b>	<b>Timeline</b>

<ol style="list-style-type: none"> <li>1. Hold meeting or conference call w/partners to identify project scope and deliverables– discuss applicable commodities, barriers to collection, ways to overcome barriers, and data required from industry partners</li> <li>2. Implement project</li> </ol>	<p><b>Timeline</b> 2010-2011</p> <p><b>Deliverables:</b> Recycling data from industry</p>
<p><b>Strategy L: SERDC Board Nominations</b>  <b>Goal: Ensure appropriate slate of Board candidates for SERDC Board elections.</b>  Key Lead: Suzette Thomason  Board Member: Suzette Thomason</p>	
<ol style="list-style-type: none"> <li>1. Generate call for Board nominees in May 2010</li> <li>2. Ensure slate of SERDC Board candidates is available at Summit during elections – general membership meeting</li> <li>3. New Board is in place January 1 annually</li> </ol>	<p><b>Timeline</b> 2010-2011</p> <p><b>Deliverables:</b> New Board is in place in accordance with Board policy</p>
<p><b>Strategy M: Finance</b>  <b>Goal: Ensure SERDC financials are kept with generally accepted accounting practices.</b>  Key Lead: Lisa White  Board Member: Treasurer</p>	
<ol style="list-style-type: none"> <li>1. Prepare financials for Board meetings</li> <li>2. Ensure accurate on-time tax reporting</li> <li>3. Assist with appropriate financial transactions for SERDC projects (Summit, workshops, membership, etc)</li> </ol>	<p><b>Timeline</b> 2010-2011</p> <p><b>Deliverables:</b> Financials, IRS preparations</p>