

Internal Assessment responses for Test Watershed Association, 01/23/2012

IMPORTANT: River Network may send this report ONLY to the lead respondent - the person who filled out the Status Report. He or she may then share it with others, or not.

Picklist Answers - Program Area

Advocacy for policy change (Importance)

Value	Count
4 – Very Important	0
3 – Important	3
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	0

Advocacy for policy change (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	1
2 – Adequate	1
1 – Poor	2
0 – Unknown or N/A	0

Community organizing (Importance)

Value	Count
4 – Very Important	2
3 – Important	2
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	0

Community organizing (Proficiency)

Value	Count
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4 – Excellent	2
3 – Good	1
2 – Adequate	1
1 – Poor	0
0 – Unknown or N/A	0

Regulatory enforcement (Importance)

Value	Count
4 – Very Important	0
3 – Important	0
2 – Somewhat Important	3
1 – Not important	1
0 – Unknown or N/A	0

Regulatory enforcement (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	0
1 – Poor	4
0 – Unknown or N/A	0

Watershed planning (Importance)

Value	Count
4 – Very Important	0
3 – Important	1
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	3

Watershed planning (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	0
1 – Poor	1
0 – Unknown or N/A	3

Environmental monitoring and assessment (Importance)

Value	Count
4 – Very Important	0
3 – Important	2
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	1

Environmental monitoring and assessment: (Proficiency)

Value	Count
4 – Excellent	2
3 – Good	0
2 – Adequate	0
1 – Poor	1
0 – Unknown or N/A	1

On-the-ground watershed restoration and pollution prevention (Importance)

Value	Count
4 – Very Important	2
3 – Important	1
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	0

On-the-ground watershed restoration and pollution prevention (Proficiency)

Value	Count
4 – Excellent	2
3 – Good	0
2 – Adequate	0
1 – Poor	2
0 – Unknown or N/A	0

Water conservation (Importance)

Value	Count
4 - Very Important	0
3 - Important	1
2 - Somewhat important	0
1 - Not important	2
0 – Unknown or N/A	1

Water conservation (Proficiency)

Value	Count
4 - Excellent	0
3 - Good	0
2 - Adequate	0
1 - Poor	1
0 – Unknown or N/A	3

Public education and outreach (Importance)

Value	Count
4 – Very Important	2
3 – Important	1
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	0

Public education and outreach (Proficiency)

Value	Count
4 - Excellent	0
3 - Good	1
2 - Adequate	0
1 - Poor	2
0 – Unknown or N/A	0

Public attitudes and behavior change (Importance)

Value	Count
4 – Very Important	1
3 – Important	1
2 – Somewhat Important	2
1 – Not important	0
0 – Unknown or N/A	0

Public attitudes and behavior change (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	1
2 – Adequate	1
1 – Poor	2
0 – Unknown or N/A	0

Land preservation and recreational access (Importance)

Value	Count
4 – Very Important	0
3 – Important	0
2 – Somewhat Important	0
1 – Not Important	2
0 – Unknown or N/A	2

Land preservation and recreational access (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	0
1 – Poor	0

0 – Unknown or N/A 4

We choose only those programs, projects and campaigns which fulfill our organization’s strategic goals.

Value	Count
4 – Strongly Agree	1
3 – Somewhat Agree	2
2 – Somewhat Disagree	1
1 – Strongly Disagree	0
0 – Unknown or N/A	0

Our programs have measureable goals and outcomes.

Value	Count
4 – Strongly Agree	1
3 – Somewhat Agree	2
2 – Somewhat Disagree	1
1 – Strongly Disagree	0
0 – Unknown or N/A	0

We choose partnerships, strategic alliances and other relationships to fulfill our strategic goals.

Value	Count
4 – Strongly Agree	0
3 – Somewhat Agree	1
2 – Somewhat Disagree	1
1 – Strongly Disagree	1
0 – Unknown or N/A	1

Internal Assessment Narrative - Program Area

(Only includes those responses which respondents agreed to share.)

In your opinion, what are the highest priorities to protect and restore your watershed (not just for your organization)?

We need to more effectively reach community leaders and get communities involved with cleanup and revitalization of the river.

To restore the river we need to get more people involved and aware of the issues, enough to mobilize people and get lawmaker's attention!

Raise public awareness of pollution problems, and eventually pressure the government to legislate and enforce.

We need to make the public aware of the problem, and of the lifestyle changes and steps they can take to help. We also need to push the government to pass laws to better protect the waterway.

In your opinion, what role does your organization play in addressing those priorities?

We raise community awareness of the issues and get people involved in cleanup and monitoring.

We have a few events to monitor and clean the river that get some community members involved, but we need to have a clearer programs so that we know how to better reach constituencies affected by the incredibly polluted river, and so volunteers feel like they are helping to reach specific and measurable goals, making real change.

We monitor the pollution levels in the river and get the public involved in cleaning it, bringing the issue to local attention and getting some media coverage.

We do some monitoring and clean-up events which attract a little bit of media attention and raise awareness.

Specifically, how do you measure your progress?

How many volunteers get involved, how the public perceives our work and what needs to happen with the river, and our media coverage.

How aware the public is of the problem, and whether lawmakers have heard about the issues.

What additional capacity or skills would help you achieve your priorities?

More communications and event planning skills to be able to advocate our position more effectively.
Networking skills and public outreach skills.

Internal Assessment Picklist Answers - Organizational Qualities

Clear mission and vision (Importance)

Value	Count
4 – Very Important	2
3 – Important	0
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	1

Clear mission and vision (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	2
1 – Poor	1
0 – Unknown or N/A	1

Clear structure and decision-making process for Board, staff, and volunteers. (Importance)

Value	Count
4 – Very Important	0
3 – Important	2
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	1

Clear structure and decision-making process for Board, staff, and volunteers (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	1
2 – Adequate	0
1 – Poor	2
0 – Unknown or N/A	1

Efficient and effective administrative systems. (Importance)

Value	Count
4 – Very Important	0
3 – Important	4
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	0

Efficient and effective administrative systems. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	1
2 – Adequate	1
1 – Poor	2
0 – Unknown or N/A	0

Effective leaders on our Board (or other governing body) with diverse skills and experiences. (Importance)

Value	Count
4 – Very Important	1
3 – Important	2
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	0

Effective leaders on our Board (or other governing body) with diverse skills and experiences. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	1
2 – Adequate	3
1 – Poor	0
0 – Unknown or N/A	0

A Board that sets policy and makes decisions in a timely manner. (Importance)

Value	Count
4 – Very Important	2
3 – Important	1
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	0

Leadership: A Board that sets policy and makes decisions in a timely manner. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	3
2 – Adequate	0
1 – Poor	1
0 – Unknown or N/A	0

**An effective process to recruit, train and orient Board members.
(Importance)**

Value	Count
4 – Very Important	0
3 – Important	3
2 – Somewhat Important	0
1 – Not Important	1
0 – Unknown or N/A	0

**An effective process to recruit, train and orient Board members.
(Proficiency)**

Value	Count
4 – Excellent	0
3 – Good	2
2 – Adequate	2
1 – Poor	0
0 – Unknown or N/A	0

**Board members who reflect the diversity of the community we
serve. (Importance)**

Value	Count
4 - Very important	1
3 - Important	1
2 - Somewhat important	0
1 - Not important	0
0 – Unknown or N/A	0

**Board members who reflect the diversity of the community we
serve. (Proficiency)**

Value	Count
4 - Excellent	1
3 - Good	1
2 - Adequate	0
1 - Poor	0
0 - Unknown or N/A	0

An annual assessment process for the Board. (Importance)

Value	Count
4 – Very Important	0
3 – Important	1
2 – Somewhat Important	0
1 – Not Important	1
0 – Unknown or N/A	2

An annual assessment process for the Board. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	1
1 – Poor	1
0 – Unknown or N/A	2

Effective and efficient Board committees. (Importance)

Value	Count
4 – Very Important	1
3 – Important	0
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	2

Effective and efficient Board committees. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	1
1 – Poor	1
0 – Unknown or N/A	2

Sufficient unrestricted income to support basic operational costs. (Importance)

Value	Count
4 – Very Important	1
3 – Important	3
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	0

Sufficient unrestricted income to support basic operational costs. (Proficiency)

Value	Count

4 – Excellent	0
3 – Good	2
2 – Adequate	1
1 – Poor	1
0 – Unknown or N/A	0

Annual financial donations made by board members. (Importance)

Value	Count
4 - Very Important	0
3 - Important	2
2 - Somewhat Important	2
1 - Not Important	0
0 – Unknown or N/A	0

Annual financial donations made by board members. (Proficiency)

Value	Count
4 - Excellent	0
3 - Good	2
2 - Adequate	1
1 - Poor	1
0 – Unknown or N/A	0

A strong, diversified stream of income. (Importance)

Value	Count
4 – Very Important	1
3 – Important	1
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	2

A strong, diversified stream of income. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	2
1 – Poor	1
0 – Unknown or N/A	1

Many people (Board, staff, volunteers) who help raise money for the organization. (Importance)

Value	Count
4 – Very Important	2
3 – Important	1
2 – Somewhat Important	0
1 – Not Important	0

0 – Unknown or N/A 1

Many people (Board, staff, volunteers) who help raise money for the organization. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	2
2 – Adequate	0
1 – Poor	1
0 – Unknown or N/A	1

Income and expenses managed according to our budget. (Importance)

Value	Count
4 – Very Important	1
3 – Important	1
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	2

Income and expenses managed according to our budget. (Proficiency)

Value	Count
4 – Excellent	1
3 – Good	1
2 – Adequate	0
1 – Poor	0
0 – Unknown or N/A	2

Financial statements and reports that give an accurate, up-to-date and easily comprehensible picture of the organization’s financial situation. (Importance)

Value	Count
4 – Very Important	1
3 – Important	1
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	1

Financial statements and reports that give an accurate, up-to-date and easily comprehensible picture of the organization’s financial situation. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	1
2 – Adequate	2
1 – Poor	0
0 – Unknown or N/A	1

Broad awareness of our organization among the community we serve. (Importance)

Value	Count
4 - Very important	1
3 - Important	3
2 - Somewhat important	0
1 - Not important	0
0 - Unknown or N/A	0

Broad awareness of our organization among the community we serve. (Proficiency)

Value	Count
4 - Excellent	1
3 - Good	2
2 - Adequate	1
1 - Poor	0
0 - Unknown or N/A	0

Multiple channels for communicating with people we need to reach. (Importance)

Value	Count
4 - Very important	1
3 - Important	2
2 - Somewhat important	0
1 - Not important	1
0 - Unknown or N/A	0

Multiple channels for communicating with people we need to reach. (Proficiency)

Value	Count
4 - Excellent	0
3 - Good	3
2 - Adequate	1
1 - Poor	0
0 - Unknown or N/A	0

Skilled and satisfied staff. (Importance)

Value	Count
4 – Very Important	2
3 – Important	0
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	2

Skilled and satisfied staff. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	2
2 – Adequate	0
1 – Poor	0
0 – Unknown or N/A	2

Volunteers who reflect the diversity of the community we serve. (Importance)

Value	Count
4 – Very Important	4
3 – Important	0
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	0

Volunteers who reflect the diversity of the community we serve. (Proficiency)

Value	Count
4 – Excellent	4
3 – Good	0
2 – Adequate	0
1 – Poor	0
0 – Unknown or N/A	0

An effective job of recruiting and retaining volunteers. (Importance)

Value	Count
4 – Very Important	3
3 – Important	0
2 – Somewhat Important	1
1 – Not Important	0
0 – Unknown or N/A	0

An effective job of recruiting and retaining volunteers. (Proficiency)

Value	Count
4 – Excellent	1
3 – Good	2
2 – Adequate	1
1 – Poor	0
0 – Unknown or N/A	0

Sufficient staff/volunteers to handle the current programs/workload. (Importance)

Value	Count
4 – Very Important	1
3 – Important	3
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	0

Sufficient staff/volunteers to handle the current programs/workload. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	3
2 – Adequate	0
1 – Poor	1
0 – Unknown or N/A	0

An annual workplan and budget that have been developed from our strategic plan. (Importance)

Value	Count
4 – Very Important	1
3 – Important	1
2 – Somewhat Important	0
1 – Not Important	1
0 – Unknown or N/A	1

An annual workplan and budget that have been developed from our strategic plan. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	2
1 – Poor	1
0 – Unknown or N/A	1

An annual work plan with clear and measurable goals, roles and responsibilities, and deadlines. (Importance)

Value	Count
4 – Very Important	2
3 – Important	0
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	2

An annual work plan with clear and measurable goals, roles and responsibilities, and deadlines. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	1
1 – Poor	1
0 – Unknown or N/A	2

Ongoing monitoring of the progress on our annual plan. (Importance)

Value	Count
4 – Very Important	1
3 – Important	1
2 – Somewhat Important	0
1 – Not Important	0
0 – Unknown or N/A	2

Ongoing monitoring of the progress on our annual plan. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	1
1 – Poor	1
0 – Unknown or N/A	2

Evaluation by Board, staff and others of the organization's performance and progress during the past year. (Importance)

Value	Count
4 – Very Important	1
3 – Important	1
2 – Somewhat Important	1

1 – Not Important	0
0 – Unknown or N/A	1

Evaluation by Board, staff and others of the organization’s performance and progress during the past year. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	0
2 – Adequate	3
1 – Poor	0
0 – Unknown or N/A	1

Annual goals for the organization based on the previous year’s evaluation. (Importance)

Value	Count
4 – Very Important	0
3 – Important	1
2 – Somewhat Important	0
1 – Not Important	1
0 – Unknown or N/A	1

Annual goals for the organization based on the previous year’s evaluation. (Proficiency)

Value	Count
4 – Excellent	0
3 – Good	1
2 – Adequate	1
1 – Poor	0
0 – Unknown or N/A	2

Internal Assessment Narrative Answers - Organizational Qualities

What are the most important things your organization needs to address in terms of organizational infrastructure?

We really need a computer and printer. We keep on relying on Don's, but it breaks down.

We could really use an office and telephone.

We need to more clearly express our vision and how we plan to reach it.

We need to make sure everyone is on the same page regarding our goal of protecting this waterway. Often we put energy into issues that aren't key.

What are the most important things your organization needs to address in terms of leadership?

We know who our leaders are. I don't get why all the emphasis on new ones.

We have five leaders. We've been here forever, and we're not going away.

We need our leaders to network better with other organizations and with important public figures.

We need to meet more often so we can check in and make sure we are on track.

What are the most important things your organization needs to address in terms of fundraising?

We haven't thought about looking for money at all.

Maybe we should be thinking about what we could do if we raised more money. But we haven't planned like that yet.

Get foundations and the government to support our work and ensure long-term financial stability for longer term projects.

We need to more aggressively look for grants and long-term funding.

What are the most important things your organization needs to address in terms of financials?

We don't have enough money for this to be an issue.

Maybe better accounting, by keeping track of finances on the computer, particularly if we grow.

We need to update our financial tracking methods, but we are good about working within our budget.

What are the most important things your organization needs to address in terms of communication? ?

We talk to our friends and the word gets out.

We get the word out when we need to.

We need to reach more people in the communities along the river, get involved in their local governments as well as in schools, media, etc. We need to find new ways to reach them.

We need to get the communities around the river more involved.

What are the most important things your organization needs to address in terms of people power? ?

We're good at recruiting people from the barrio.

We're awesome at involving the community.

We need to keep in closer touch with our volunteers and make sure they feel engaged and appreciated by us.

We run on volunteer power and they are often our best advertisement to their communities.

Keep a steady pool of volunteers.

What are the most important things your organization needs to address in terms of planning? ?

We need to make sure we are meeting to discuss our plans and whether we are staying on track. We only have 2 staff persons so it's really important we use their time well and aren't changing events at the last minute, but can plan them out in advance.

We need to meet more often to assess progress and ensure we're sticking to the plan.

What are the most important things your organization needs to address in terms of evaluation? ?

We need to know whether we are reaching our goals and whether the staff and board are satisfied and willing to continue working with us.

We need to spend a little more time reflecting to make sure we're engaging in the kinds of work we should be.

What are the most challenging organizational issues for your group?

Finding new sources of funding, reaching new publics, and getting a friendly government ear.

Planning and communication, and getting more high-level public attention.

What training or support would most help you to achieve your goals?

We've only heard about River Rally. It sounds like we should go.

Maybe in what all these questions mean.

Training in advocacy and fundraising.

Perhaps facilitation of planning meetings.

Other comments?

We're just a small organization getting started.