11/04/2020 Adopted:

Mission
"The CWC's mission is to collaborate with Clark County residents, government entities, businesses, and non-profit organizations to enhance water quality, improve flow, and protect the ecological integrity of our watersheds.

Vision
"A Clark County with self-sustaining and healthy watersheds that benefit the county's human communities, wildlife, and environment."

Core Values
- Stewardship
- Cooperation
- Transparency

1. **SWOT Analysis**
   For this part, we are viewing this analysis as a note that reminds us of the opportunities and hurdles as we try to be more effective, when looking to bring on board members, and to guide our conversations and contributions.

   Strength - Multi-disciplinary individuals who care, with public representation from the community and watersheds across the community.
   Weakness - Limited meeting times, bureaucratic timelines and constraints, limited influence, and overall lack of public interest.
   Opportunity - Raising public awareness, creating partnerships, support of funding opportunities, and providing advisory input to leadership.
   Threat - Changing regulatory environment, lack of awareness, negative public opinion, and financial limitations.

2. **Long Term Goals**
   We have used this more as a template to steer our focus and provide guidance towards our objectives of deliverable outcomes.

   - Identify areas of need and promote collaboration in water quality programs for Clark County.
   - Advance public outreach and serve as community liaisons on watershed quality issues and ecosystem impacts.
   - Provide helpful advice to county leadership to improve and protect surface water and ecological health.
   - Identify and support funding opportunities to promote healthy watersheds in Clark County.
   - Advise staff on improving systems and programs to meet permit requirements and water quality goals in a functional and effective manner.

3. **Yearly Objectives Guide**- It is the Commission's target to set yearly objectives in the first quarter to direct our energies and focus in the execution of our mission and long-term goals.

   CWC will use the SMART criteria for fine tuning objectives to meet the following guidelines:

-Specific

-Measurable

-Achievable

-Realistic

-Time Based

4. The Commission will target to set yearly objectives to direct our energies and focus while executing the mission. Action Plans will reference the Yearly Objectives Guide in laying out effective targets for the Commission. As Action Plan targets are completed throughout the year, the Commission can revisit the same guide for maintaining the status of a working body in service of the community.