

Society for Conservation Biology  
Social Science Working Group

**2008 Work Plan**

February 6, 2008

*SSWG: Strengthening conservation social science and its application to conservation practice*  
[www.conservationbiology.org/SSWG](http://www.conservationbiology.org/SSWG)

The Society for Conservation Biology's Social Science Working Group (SCB SSWG) is a global community of conservation professionals interested in the application of social science to the conservation of biological diversity. With nearly 700 members in more than 70 countries, the SSWG is home to a diverse array of social scientists (anthropologists, economists, human geographers, political scientists, psychologists, and sociologists), natural scientists, and conservation practitioners (governmental, nongovernmental, and private sector).

This document outlines the strategic direction of the SSWG and details the SSWG's planned activities for 2008.

---

### **Mission**

The mission of the SSWG is to strengthen conservation social science and its application to conservation practice.

### **Vision**

By 2010, we envision:

- conservation social science fully integrated within the structure, activities, and membership of SCB;
- increased social science awareness and capacity among conservation scientists and practitioners;
- widespread recognition of the SSWG as the leading organization for integration of social science into the science and practice of biodiversity conservation.

### **Goals**

The SSWG has three principal goals:

1. Advance the development and dissemination of social scientific knowledge relevant to the conservation of biological diversity.
2. Foster the use of social scientific knowledge to resolve conservation problems.
3. Develop and carry out organizational core functions efficiently and effectively.

### **2008 Committee Work Plans**

The SSWG Board and its Committees coordinate SSWG efforts to achieve these three goals.

**Goal 1. Advance the development and dissemination of social scientific knowledge relevant to the conservation of biological diversity.**

**Program Committee**

*Mission:* To promote SSWG's goal of strengthening conservation social science and its application to conservation practice, the SSWG Program Committee creates and implements strategies for integrating social and natural science information and expertise within SCB, between SCB and other professional societies, and in the published conservation literature.

*Members:*

- Richard L. Wallace (Chair; Ursinus College, USA)
- Murray Rudd (Vice Chair; Memorial Univ. of Newfoundland, Canada)
- David Cherney (Univ. Colorado-Boulder, USA)
- Kathryn Semmens (Univ. of Delaware, USA)
- Ashley Schafer (Ursinus College, USA)

*Activities*

1. Add two Committee members. (Rich)

*Rationale:* A full Program Committee is necessary to carry out the full range of planned activities.

- A. Recruit at SCB global and regional meetings
- B. Recruit specific individuals who belong to both SCB and other social science professional organizations, whose crossover work will have prepared them well for program committee responsibilities.
- C. Recruit individuals whose backgrounds and interests will provide greater diversity to the leadership of both the Program Committee and SSWG.

2. Ensure effective SSWG presence at 2008 SCB Annual Meeting (Rich Wallace)

- A. Finalize social science program (organized sessions, contributed papers, SSWG social) (January - February 2008)
- B. Conservation social science program posted on SCB 2008 website (February)
- C. Complete SSWG promotion for SCB 2008 (May)

3. Ensure effective presence at 2009 SCB annual meeting (Rich Wallace)

- A. Consult with 2009 SCB conference chair on the form and function of collaboration between SSWG and the steering committee (Feb-August 2008).
- B. Solicit session proposals (symposiums, workshops, organized discussions, short courses) for 2009 SCB annual meeting (Aug.-Oct. 2008).
- C. Review session proposals for 2009 SCB annual meeting (Oct.-Nov. 2008).
- D. Solicit and review abstracts for 2009 SCB annual meeting (Nov.2008-Feb.2009).
- E. Coordinate and promote SSWG activities at the meeting, including social science components of program agenda, business meeting, and social events (Sept 2008-June 2009).

4. Formally integrate SSWG into SCB conference planning (*Rich Wallace, Mike Mascia*)
  - A. Revisit protocols established by SCB Conference Committee and Board of Governors (May)
  - B. Work with SCB Conference Committee and BoG to refine conference planning procedures in time for SCB 2009 and 2009 section meetings (June-August, 2008)
  
5. Plan for SCB sectional meetings (*Murray Rudd*)
  - A. Reach out to Chairs of 2009 Sectional meetings (summer 2008)
  - B. Consult with Chairs re: meeting themes and topics (fall 2008)
  - C. Initiate specific activities for specific sectional meetings (as practicable; fall 2008-winter 2009).
  
6. Work with SCB EO to establish framework for collaboration between SSWG and other social science organizations.

This task is currently unstaffed within the Program Committee.
  
7. Collaborate with other professional societies
  - A. Establish, respond to, and/or continue dialogue with social science organizations interested in collaborating with SCB.
    - a. American Society for Environmental History (Rich Wallace)
    - b. Association of American Geographers (Bill Forbes)
    - c. The conservation psychology community (Tara Teel, Carol Saunders)
    - d. International Association for Society and Natural Resources (IASNR) (Tara Teel)
    - e. Human dimensions of fish and wildlife community (Tara Teel, Dave Cherney)
    - f. Society of Policy Scientists (Rich Wallace)
  
8. Enhance role of social science in *Conservation Biology* (*Kate Semmens, Ashley Schafer*)
  - A. Identify all social science manuscripts previously published in *Conservation Biology* and define a way to measure them (to provide a qualitative appraisal of the content). (summer-fall 2008)
  - B. Compile the top ~10 social science papers from *Conservation Biology* so we can build a promotion of groundbreaking social science in the journal. (summer-fall 2008)
  - C. Work with the *CB* publisher Blackwell Synergy, Inc. and *CB* editor Gary Meffe to prepare a proposal for including *Conservation Biology* in the Social Science Citation Index. (to commence once A and B are completed).

*Resources:*

One or two additional dedicated committee members will be needed to adequately staff the Program Committee's work plan beyond its current state. Toward this end, we are actively recruiting at SCB meetings, among the population of individuals who belong both to SCB and other social science professional organizations, and among individuals whose backgrounds and interests will provide greater diversity to the leadership of both the Program Committee and SSWG.

## **Education Committee**

*Mission:* To advance conservation social science knowledge, the SSWG Education Committee creates support for academics through forums and mechanisms for information exchange and learning with SCB, with other professional societies, and with in SCB journals.

### *Members:*

- David M. Hoffman (Chair; University for Peace, Costa Rica)
- Rinku Roy Chowdhury( University of Miami; United States)
- Jane Packard (Texas A&M University; United States)
- Altaf Hussain (IUCN; Pakistan)
- Dyana LaRosa (Smithsonian Tropical Research Institute; Panama)

### *Activities:*

#### 1. Working Paper Series (David Hoffman, Interim Managing Editor; Associate Editor TBD)

*Rationale:* Working papers provide a unique opportunity for rapid dissemination of research insights and feedback from peers. Thus, the WPS is designed to provide researchers a venue to post new research articles for practitioner use and peer insights prior to regular journal submission.

- A. Recruit new Managing Editor (Jan-April)
- B. Refine and improve upon call for papers (CFP) to increase submission rate and quality (Spring 2008)
- C. Redistribute CFP and improve targeted advertising of WPS to academic circles within and outside of the SCB (Spring 2008)
- D. Continue to recruit, review and post working papers (ongoing)

#### 2. Short Courses (Jane Packard, Dyana LaRosa, Altaf Hussain)

*Rationale:* Short courses are designed to build conservation social science capacity among academic and practitioner members of the SCB.

- A. Review SCB social science short courses (2005-2008) & assess niches for new courses (Jane Packard; Dyana LaRosa,).
- B. Develop Cultural Models short course for SCB 2009 (Jane Packard)
- C. Solicit and review short course proposals for SCB 2009 (Jane Packard)
- D. Investigate collaboration with AMNH Network of Conservation and Education Practitioners (Jane Packard)

#### 3. Syllabi updates (Rinku Roy Chowdhury)

*Rationale:* Provide access to Conservation Social Science courses via the SSWG website to facilitate conservation and social science education around the globe.

- A. Review current syllabi holdings for existing gaps (Feb-March)
- B. Solicit new syllabi to fill existing gaps (April-June)
- C. Post new syllabi (June)

*Resources Needed:* At this point, the Education Committee has no financial resources. Consistent with last year's Work Plan, \$5,000 would enable the full membership of the Education Committee to attend the 2008 SCB meetings. A face to face meeting of this type would facilitate and improve the committee's work.

## **Goal 2. Foster the use of social scientific knowledge to help solve conservation problems.**

### **Conservation Committee**

*Mission:* To help solve conservation problems, the SSWG Conservation Committee develops resource materials and conducts activities to build social science capacity among conservation practitioners. Current efforts focus on outreach in the form of (a) the compilation and dissemination of conservation social science tools and (b) provision of training for conservation professionals.

#### *Members:*

- Tara Teel (Chair; Colorado State University, USA)
- Diane Russell (Vice-Chair, U.S. Agency for International Development, USA)
- Rodolfo Tello (American University, USA)
- Shannon Earle (Conservation International, USA)
- Nora Haenn (North Carolina State University, USA)

#### *Activities:*

1. Recruit additional Conservation Committee members and engage participation by articulating clear roles in relation to the Committee's mission (Tara Teel)
  - A. Network with existing professional contacts (January-March)
  - B. Diversify membership by establishing contact with professionals whose disciplines, conservation-related interests, and/or world regions of focus may be underrepresented on the committee (January-May)
  - C. Identify specific roles and associated duties for each Conservation Committee member (January-March, August-September)
2. Maintain, improve, and promote the Online Catalog of Conservation Social Science Tools (Rodolfo Tello, Diane Russell)
  - A. Update existing Catalog content and web links (January-May)
  - B. Assure that all gaps in introductory text are filled (e.g., descriptions of the principal social science disciplines) (June-October)
  - C. Identify additional resources that may be useful to include in the Catalog (ongoing)
  - D. Network with other professional groups that are creating or hosting similar resources (e.g., working with these groups to include a link to the Catalog on their website, and similarly providing a link to their materials in the Catalog) (July-September)
  - E. Recruit additional participants in Catalog maintenance and improvement, and contact individuals who already agreed to participate (reminding them of their commitment and confirming their ability to remain involved) (March-May)
  - F. Work with the Communications Committee to ensure consistency in overall website design/formatting and to improve SSWG website functioning (March-May)
3. Provide training to conservation professionals (Tara Teel)
  - A. Conduct a 4-day short course on the role of the social sciences in conservation planning in conjunction with the SCB 2008 Conference in Chattanooga, Tennessee (July)

- B. Explore ways to recruit and support short course participants from regions of the world under-represented within the SSWG and the broader conservation social science community (January-May)
  - C. Follow-up with short course participants for purposes of course evaluation and provision of additional information on the SSWG (August)
  - D. Work with the Education Committee (contact: David Hoffman) to identify areas of possible collaboration in short course development and participant recruitment (January-May)
  - E. Seek other venues for future short courses (August-October)
  - F. Evaluate short courses requesting SSWG sponsorship and provide feedback for improvement (September-December)
4. Explore additional outreach mechanisms for building social science capacity among conservation professionals (*Nora Haenn, Shannon Earle*)
- A. Identify other existing outlets and new ways of disseminating practical information and tools (March-May)
  - B. Explore ways to share “success stories” in social science application with conservation practitioners (e.g., brief case study write-ups, building upon the Education Committee’s idea of a Working Paper Series) (May-August)
  - C. Define needs and target audiences for future outreach activities (May-September)

*Resources:*

Funds are needed to support continued development and maintenance of the Online Catalog of Conservation Social Science Tools. In particular, approximately \$1,350 is needed in 2008 to provide partial support for a graduate student to work on website updates. This figure represents a stipend of \$150 per month for 9 months (10 hours per month @ \$15/hour). Resources will also be sought from various sources in 2008 to support short course development, implementation, and participant recruitment.

**Policy Committee**

*Mission:* To help solve conservation problems, the SSWG Policy Committee develops resource materials -- scientific briefs, position statements, and other informational materials -- to aid conservation decision-makers inside and outside of government. Consistent with the SCB Policy on Policy, activities focus on two general policy arenas:

1. Policy interventions introducing scientific knowledge and methodology into conservation policy.
2. Policy interventions advocating specific conservation actions by governments or other major institutions.

*Members:* Jennifer Jones (chair), Dan Brockington, Barend Erasmus, Kristin Carden

### *Activities*

#### 1. Develop protocol for SSWG engagement on policy issues.

*Rationale:* A clear decision-making protocol is necessary to make decisions regarding SSWG policy activities that are efficient, equitable, and consistent with SCB Policy.

- A. Compile relevant materials from SCB and other professional societies (July-Aug.)
- B. Develop draft guidelines (Sept-Nov.).
- C. Share draft guidelines with SSWG Board for review and comment (Dec.).
- D. Refine draft guidelines (Jan. 2009).
- E. Share refined draft guidelines with SCB Executive Office and Policy Committee for review and comment (Feb 2009).
- F. Finalize SSWG protocol (March 2009).

#### 2. Coordinate SSWG involvement with the SCB Policy Committee.

*Rationale:* SSWG social science expertise can contribute to SCB Policy Committee activities.

- A. Initiate dialogue with SCB Policy Committee (July).
- B. Develop roster of SSWG policy expertise (coordinate w/Membership Committee) (August-Sept).
- C. Participate in relevant SCB Policy Committee activities (July-December).

#### 3. Develop and disseminate resource materials consistent with SSWG policy protocol.

*Rationale:* Decision-makers will make more scientifically-sound conservation decisions when given additional social scientific knowledge.

- A. Review external policy proposals submitted to the SSWG for consideration (ongoing).
- B. Identify issues that merit development of SSWG resource materials (Nov-Dec 2008).
- C. Develop draft resource materials (Jan-April 2009; refinement and delivery in May-June 2009).

### *Resources:*

No additional resources required for 2006.

### **Goal 3. Develop and carry out SSWG core functions efficiently and effectively.**

#### **Communication Committee**

*Mission:* To ensure that the SSWG functions effectively and efficiently, the Communications Committee coordinates SSWG general communication efforts. Current activities focus on the SSWG website, email discussion list, and updates to the SCB newsletter.

#### *Members:*

- Angelika Wilhelm-Rechmann (Chair; Nelson Mandela Memorial University, S. Africa)
- Nejem Raheem (Vice-Chair, newsletter; New Mexico State U., USA)
- Sheri Stephanson (webmaster; WWF, USA)
- Rodolfo Tello (web development; American University, USA)
- Nathalie Walker (discussion list moderator; Consultant, UK)
- Danielle Mota (SSWG jobs website; SCB, Brazil)



## *Activities*

### 1. Propose communications strategy for SSWG (Angelika, March).

*Rationale:* in order to function efficiently, the Communications Committee needs a clear strategy, with focus on specific tasks, objectives, and outcomes.

- A. Work with Communication Committee members to assign specific tasks and task frequency
- B. Compose a one-year set of objectives.
- C. Detail breakdown of responsibilities and periodicity of tasks w/in the committee

### 2. Encourage interactive and widespread use of SSWG discussion list.

*Rationale:* An interactive discussion list is necessary to create a sense of community within the SSWG.

- A. Seed SSWG discussion list with discussion topics (minimum 1/month; Nathalie; ongoing)
- B. Raise awareness of discussion list among nonmembers (Angelika, Nathalie; ongoing).
- C. Prepare and distribute messages to inform membership of SSWG activities and opportunities. (Angelika; ongoing)
- D. Disseminate news articles of interest (minimum 2/month; Angelika, Nathalie; ongoing).
- E. Moderate submissions to the discussion list (Nathalie; ongoing).
- F. Address inquiries regarding discussion list membership (Nathalie; ongoing).

### 3. Maintain informative and user-friendly SSWG website.

*Rationale:* A viable website is critical to facilitate communication with SSWG members and nonmembers.

- A. Identify SSWG website content gaps & needs (Angelika, Sheri: February, May, July, October)
- B. Work with responsible board members to coordinate format of content such as toolkit, syllabi, student toolkit, etc. (Sheri; ongoing)
- C. Update website with new SSWG content (Sheri, Rodolfo; March, June, August, November)
- D. Assign specific update tasks to board members and new committee members (Angelika; February, July, November)

### 4. Provide updates to SCB quarterly newsletter.

*Rationale:* Newsletter updates facilitate SSWG communication with the broader SCB membership.

- A. Review SSWG activities and identify topics that merit communication (Angelika; ongoing)
- B. Solicit contributions on identified topics and others from SSWG Board (Angelika/Nejem; March; July; October; December)
- C. Compile, edit, and submit contributions to Newsletter editor (Nejem; January, April, August, October)
- D. Post Newsletter updates to SSWG discussion list (Nejem; January, April, August, October)

5. Develop and disseminate SSWG outreach materials (Angelika).

*Rationale:* Outreach is essential to raise awareness of and involvement in the SSWG.

- A. Update SSWG overview 2-pager (February; May; Sept; November).
- B. Coordinate outreach to other social science professional societies, in conjunction with Membership Committee and others (ongoing)
- C. Distribute information re: SSWG activities/needs through relevant social science/interdisciplinary listserves and other communication outlets.
- D. semi-annual updates to all SSWG members (March 1, September 1)

*Resources:*

No additional resources needed at this time.

**Membership committee**

*Mission:* To ensure that the SSWG functions effectively and efficiently, the Membership Committee coordinates general SSWG membership activities. Current efforts focus on membership growth and diversification, as well as the development of a directory for SSWG members and other conservation social scientists.

*Members:*

- Brian Czech (Chair; US Fish & Wildlife Service, USA)
- Annie Claus (WWF; USA)
- Chris Robinson (Clarkson University, USA)
- Mark Zegler (U. California-Santa Barbara)
- David Bray (Florida International University)
- Jan van der Ploeg (University of Leiden, Netherlands)

*Activities*

1. Expand & diversify SSWG membership.

*Rationale:* A larger, more diverse membership will enhance both the SSWG's capacity to carry out activities and the reach of these activities

- A. Analyze SSWG membership patterns for areas of strength & potential growth (Feb 2008; Mark).
- B. Target underrepresented areas w/broadcast messages and one-on-one contact (March-June, 2008).
- C. Report biannually on membership trends, issues, and outreach (in coordination with the Communications Committee) (June, December, 2007; Mark).
- D. Enrich SSWG Ambassador program, especially targeting underrepresented areas (March-June, 2008; Annie)

4. Populate online directory of conservation social scientists. (Annie)

*Rationale:* An online directory of conservation social scientists will facilitate communication and collaboration among social scientists and between social scientists and natural scientists involved in the study and practice of biodiversity conservation.

- A. Iron out Directory technical glitches (Annie, Danielle Mota; February-March)
- B. Re-launch online SSWG directory at SCB 2008 (Annie, Mike; June 2008).
- C. Invite non-SCB social scientists to join directory (Mike, all Board members; July-December, 2008)

5. Engage membership

*Rationale:* An active and involved membership is critical to the success of the SSWG, SCB, and the broader conservation efforts.

- A. Work w/SSWG Board and Committees to identify specific opportunities for membership to contribute to SSWG activities (February-June, 2008)
- B. Communicate opportunities for membership involvement (June-July 2008)
- C. Canvass SSWG to identify membership interests and needs (SCB2008 mtg)
- D. Work w/SSWG Board & Committees to integrate membership interests and needs into 2009 workplans (July-October, 2008)

*Resources*

No additional resources identified at this time.

**Student Affairs Committee**

*Mission:* To ensure that the SSWG functions effectively and efficiently, the Student Affairs Committee represents student interests and coordinates SSWG activities designed to meet student needs. Current activities focus on expanding and diversifying student membership, providing incentives to African students to promote membership and active involvement, and developing a student authored peer-reviewed manuscript.

*Membership:*

- Josh Drew (Chair; Boston University, USA)
- Jen Shaffer (Vice-Chair; University of Georgia)
- Oliver Pergams (U. of Illinois-Chicago, USA)
- Valerie Hickey (Duke University, USA)
- Sandra Znajda (Dalhousie University, USA)
- Shawn Margles (Antioch University of New England; USA)

*Activities:*

1. Expand and diversity SSWG student membership and participation (Shawn).

*Rationale:* Students represent the future of the conservation social science, so a large, diverse student membership is necessary for SSWG to build capacity among the next generation of researchers and practitioners.

- A. Develop student-centric outreach and recruitment materials (Shawn, Josh; Feb-April)

- B. Raise awareness among students at all SSWG Board & Committee-member organizations – share student-centric outreach & recruitment materials (Shawn, all; May)
- C. Raise awareness at home institutions of current SSWG student members – share student-centric outreach & recruitment materials with current SSWG student members (Shawn, Laura Walko [SCB EO membership coordinator]; May)
- D. Raise awareness of SSWG among SCB student & university chapters (Shawn, May-June)
- E. Target students at SSWG events at SCB 2009 (Josh, Jen; July)

2. Provide a mechanism to expanding and diversifying student membership in Asia (Josh).

*Rationale:* Expanded and diversified membership will enhance the SSWG's capacity to carry out activities as well as broaden the reach of activities. There is a unique opportunity to target African student membership using the 2009 SCB meeting in China as a platform.

- A. Explore development of mechanism for expanding and diversifying SSWG student membership in Asia, in collaboration w/Asia Section and SCB EO (Josh, Laura Walko, SCB Asia Section president)
- B. Determine mechanism format & selection criteria, in consultation with Asia Section and building on prior SSWG membership awards (Fall 2008; Josh & Shawn)
- C. Announce awards competition (December 2008; Josh)
- D. Select award winners (January 2008; Josh, Shawn, Asia Section)
- E. Announce award winners (January 2009; Josh)
- F. Deliver awards to winners (Spring 2009; SCB EO)

4. Compile list of conservation social science employment opportunities (Jen)

*Rationale:* Conservation-relevant social science positions are advertised in diverse hard-to-access places, so a compilation of conservation social science jobs represents a valuable service to job seekers.

- A. Forward relevant positions to the SSWG discussion list (all; ongoing).
- B. Post discussion list postings to SSWG website (SCB executive office) (Danielle Mota; ongoing).
- C. Record number of conservation social science positions listed on SSWG website (Jen; monthly; ongoing).

5. Compile list of conservation social science research funding sources (Sandra).

*Rationale:* Conservation social science funding sources are often unfamiliar and hard to find, so a compilation of conservation social science funding sources represents a valuable service to researchers.

- A. Canvass SSWG Board for potential funding sources (Josh; Sept 2008).
- B. Develop standard format for compiling data (Sandra; Sept 2008).
- C. Solicit potential funding sources from SSWG discussion list and other discussion lists (Sandra; Oct-Nov 2008).
- D. Compile and format suggested sources (Sandra; Oct-Nov 2008).
- E. Post funding sources on SSWG website (Sandra; Dec 2008)
- F. Update and expand list of funding sources (Sandra; January-July, 2009).

## **Nominations committee**

*Mission:* To ensure that the SSWG functions effectively and efficiently, the Nominations Committee coordinates SSWG activities associated with SSWG and SCB elections. Current activities focus on identifying candidates for the SSWG Board.

### *Members:*

- Bill Forbes (Chair, Stephen F. Austin University, USA)
- Katrina Brandon (Conservation International, Argentina)
- Nejem Raheem (University of New Mexico, USA)
- Diane Russell (U.S. Agency for International Development, USA)
- Peter Wilshusen (Bucknell University, USA)

### *Activities*

#### 1. Manage 2008 SSWG Board elections.

*Rationale:* Efficient and equitable Board elections are critical to SSWG effectiveness.

- A. Call for nominations for open seats in 2008 Board elections (March 2008).
- B. Select candidates for election (April 2008).
- C. Coordinate election w/SCB executive office (May 2008).
- D. Run SSWG election (May 15-June 15, 2008)
- E. Announce election results (late June, 2008)

#### 2. Coordinate SSWG input into SCB BoG and Section BoG elections.

*Rationale:* SSWG can help to strengthen the social sciences within SCB by fostering consideration of candidates interested in the social dimensions of conservation for official positions.

- A. Identify seats open during upcoming election cycles (consult w/SCB exec office) (May, 2008).
- B. Solicit potential social science candidates for these seats (June-July, 2008).
- C. Forward names of interested individuals to relevant Nominations Committees (September 2008).

### *Resources:*

No additional resources are necessary for 2008.

## **Audit Committee**

*Mission:* To ensure that the SSWG functions effectively and efficiently, the Audit Committee coordinates internal oversight of SSWG accounting and financial reporting processes and audits the SSWG's financial statements. The Audit Committee also audits progress toward SSWG goals by producing an annual report for the year.

*Members:*

- Tammy Lewis (Chair; Muhlenberg College, USA)
- Christie Manning (Hamline University, USA)
- Beth Caniglia (Oklahoma State U.; USA)

*Activities*

1. Review SSWG financial statements (Tammy).

*Rationale:* To ensure proper allocation of SSWG resources and to instill confidence in the SSWG Board, it is necessary to have an independent review of SSWG financial statements.

- A. Review 2007 SSWG financial statement with independent SCB financial official (December 2007).
- B. Report outcome of review to SSWG Board and include in 2007 Annual Report (January 2008).

2. Produce 2007 SSWG annual report. (Tammy)

*Rationale:* Annual reports are a critical way to track progress, raise awareness, and maintain historical records.

- A. Review format of 2006 annual report to suggest any modifications for 2007 (February 2008)
- B. Gather information for the 2008 annual report on a quarterly basis.
- C. Share draft annual report with SSWG Board for review and comment (February 2008).
- D. Produce annual report and post on website (March 2008).

*Resources:*

No additional resources are required for 2007.

**Strategic Planning**

*Mission:* The five-year anniversary of Social Science Working Group (SSWG) provides a timely opportunity to evaluate and reflect upon SSWG achievements as well as areas for improvement. Doing so will enable more informed and more strategic choices about SSWG's focus moving forward.

*Activities*

1. Conduct independent program review of SSWG from inception-February 2008 (Dan Miller)

- A. Define scope of review (all; January)
- B. Identify potential independent evaluators (all; January)
- C. Solicit proposals & select evaluator(s) to lead review (Dan, all; February)
- D. Review SSWG successes, failures, lessons learned, and emerging opportunities (evaluator; March-May)
- E. Deliver data, report, and powerpoint presentation to SSWG Board (evaluator; June-July)

2. Conduct formative research into current and potential SCB SSWG membership motivations & affinities (Angelika Wlihelm-Rechmann)

- A. Define scope of formative research (all; January-February)
- B. Identify potential researchers (all; January-February)
- C. Solicit proposals & select researchers to lead inquiry (Angelika, all; March)
- D. Document SCB SSWG membership motivations & affinities (researcher; April-June)
- E. Deliver data, report, and powerpoint presentation to SSWG Board (researcher; June-July)

3. Hold facilitated workshop to develop a specific, actionable SSWG 5-year strategic plan (2008-2013), based on program review and formative research (Dan Miller, Mike Mascia).

- A. Arrange workshop logistics (dates, location, facilitator, etc.) (Dan, March)
- B. Develop workshop agenda (Dan, all; March)
- C. Solicit funds to support workshop & workshop attendees (Mike, all; January-May)
- D. Participate in workshop (all; July)
- E. Develop 5-year SSWG strategic plan (Mike, Dan, all; July-December)

---

This workplan was developed by the SSWG Board. If you have questions or would like to assist with these activities, please contact the relevant SSWG Board member.

President	Mike Mascia (michael.mascia@wwfus.org)
Vice-President	Rich Wallace (rwallace@ursinus.edu)
Secretary	Dan Miller (dcmille@umich.edu)
Chief Financial Officer	Bill Forbes (forbesw@sfasu.edu)
Audit Committee	Tammy Lewis (Tammy.Lewis@gw.muhlenberg.edu)
Communications Committee	Angelika Wilhelm-Rechmann (a.rechmann@mweb.co.za)
Conservation Committee	Tara Teel (tteel@lamar.colostate.edu)
Education Committee	David Hoffman (dhoffman@upeace.org)
Membership Committee	Brian Czech (brianczech@juno.com)
Nominations Committee	Bill Forbes (forbesw@sfasu.edu)
Policy Committee	Jennifer Jones (jenleejones@gmail.com)
Program Committee	Rich Wallace (rwallace@ursinus.edu)
Student Affairs Committee	Josh Drew (jdrew@bu.edu)