

# New Mexico Recycling Coalition

## 2011 Strategic Plan

**Mission:** Our mission is to lead New Mexico to value waste as a resource.

**Our vision:**

- The New Mexico Recycling Coalition will be a public advocate as well as a professional trade organization.
- The New Mexico Recycling Coalition will support the state solid waste plan. This will include a focus on communities/region in alignment with the hub and spoke approach. Building grassroots.
- The New Mexico Recycling Coalition will strive to convey the reduce/reuse culture in all projects.

The NMRC envisions a future of sustained human well-being through ecosystem services preservation; recycling is promoted as a necessary component thereof and the primary focus of this organization. NMRC recognizes the hierarchy Reduce, Reuse, Recycle.

**What is the primary goal of the New Mexico Recycling Coalition?**

The primary goal of the New Mexico Recycling Coalition is to lead New Mexico in achieving 33% waste diversion by the end of 2012.

***Objectives adopted to achieve our primary goal.***

**Objective 1: Educate and advocate as a means to increase awareness about recycling and increase the rate of waste diversion in New Mexico.**

- Strategy 1-1: Support communities to develop and expand their recycling programs. Measurement: Number of communities visited, coop members, supported with technical assistance and grant funding.
- Strategy 1-2: Provide professional development through certification classes and NMRC events. Measurement: Number of certification class attendees, training attendees and other NMRC- hosted event attendance.
- Strategy 1-3: Provide resources and support for targeted entities and partners. Measurement: Number of task force meetings hosted and resources provided. Number of meetings and support time given to business and trade sector, partnerships and alliances.
- Strategy 1-4: Empower communities with recycling education and outreach resources. Measurement: Number of NM Recycling Awareness Month participants, Get Caught Recycling partners, education/outreach plan development, web traffic and listserv messages.

**Objective 2: Expand NMRC's funding base.**

- Strategy 2-1: Increase professional memberships. Measurement: Increase membership to 275 members.
- Strategy 2-2: Retain existing members through engagement. Measurement: Member retention rate.
- Strategy 2-3: Research and apply for 30 grants and sponsorships. Measurement: Apply for 10 grants and write 20 corporate sponsor requests.
- Strategy 2-4: Hold a fundraising event. Measurement: Number of dollars raised.

**Objective 3: Increase the strength of NMRC's presence.**

- Strategy 3-1: Foster positive partnerships. Measurement: Number of partners sustained and added.
- Strategy 3-2: Advocate on legislative issues. Measurements: Number of meetings or technical assistance provided to legislators/key government personnel. Time spent on recycling-related bills.
- Strategy 3-3: Promote NMRC with branding, media outreach and presentations. Measurements: Number of media releases, printed materials made with NMRC name/logo, public and professional presentations.