Purpose Statement

This Strategic Plan contains goals and objectives designed to deliver the mission and attain the vision of the Society of Wetland Scientists Professional Certification Program (SWSPCP). It identifies key objectives to engage our stakeholder groups: the public, government(s), wetland scientists not yet part of the program, and existing certificants of the program. It is a living document that will provide guidance for daily SWSPCP business operation(s). The Strategic Plan will be reviewed annually by the SWSPCP Board of Directors (BOD) and revised whenever appropriate.

Historical Perspective

Society of Wetland Scientists (SWS) established the Wetland Scientists Certification Committee to develop a professional certification program for wetland scientists.

- 1990: Society of Wetland Scientists (SWS) established the Wetland Scientists Certification Committee to develop a professional certification program for wetland scientists.
- 1993: SWSPCP received program accreditation from the Council of Engineering and Scientific Specialty Boards (CESB).
- 1995: First PWS outside of North America was certified.
- 2002: SWSPCP obtained independent status as a 501(c)(6) corporation and adopted independent Bylaws, Standing Rules, and Board of Directors.
- 2007: SWSPCP Professional Certification Program (SWSPCP) began accepting applications for certification and approved the first certification in early 1994.

Our Mission

To certify wetland professionals who meet the highest standards for education, experience, and ethics in the practice of wetland science.

Our Vision

To be THE globally recognized authority on certification of wetland professionals who assess, protect and manage the world’s wetland resources.
Our Values

Integrity  Credibility  Ethics  Education, Training, & Experience

Sound Science  Equitability  Diversity  Effective Communication

Our Goals & Objectives

1. Education
Endorse, support, and advance exemplary educational training for certification and renewal.
   a. Provide guidance on applicable academic coursework required for certification as a wetland scientist. (Certification Standards Committee).
   b. Approve relevant wetland science and practice professional short courses and continuing education courses that can be used to meet certification and/or renewal requirements. (Professional Short Course Pre-approval Committee).

2. Ethics & Sound Science
Promote strong ethical standards and sound-science practices for certified individuals in wetland science and management.
   b. Provide Ethics Training through a variety of venues to members (Ethics Committee).
Our Goals & Objectives

3. Communication
Promote and enhance the certification program and support effective communication, supporting all wetland science professions.

- Identify and share cases of outstanding practice on wetland research, conservation, protection, restoration, management and wise use among certified members through internal platforms, internal symposia and/or workshops. (Outreach Committee, BOD).
- Maintain effective and up-to-date website and multi-lingual materials. (Outreach Committee, Business Office).
- Ensure transparent and effective communication within the SWSPCP, and with partnering organizations and the general public. (Outreach Committee, BOD, Business Office).
- Maintain communication with members through in-person or virtual meetings, workshops, etc. (All standing committees, Business Office).

4. Membership Diversity
Increase diversification of membership, including diversification of leadership.

- Establish a Diversity, Equity & Inclusion (DEI) Committee to develop recommendations for supporting and developing greater diversity in our membership and leadership (Executive Board, BOD).
- Market to, and interact with, under-represented groups following standards and guidance from the DEI committee (Membership Committee).
- Identify funding mechanisms to make the program accessible to qualified individuals regardless of geography or financial standing, including developing a gratis/sponsorship Program. (Membership & Gratis/Sponsorship ad hoc Committees).
- Develop and support global SWSPCP Champions Program and set up regional centers to better promote SWSPCP in local areas (Globalization Committee, Executive Board).

5. Visibility, Branding, Marketing
Elevate stature and increase involvement in key conferences and meetings.

- Attend strategic conferences and meetings to promote SWSPCP (Executive Board, Globalization Committee).
- Collaborate with like-minded organizations (Executive Board, Globalization Committee, Membership Committee, Other Committees as appropriate).
- Seek formal recognition by the Ramsar Convention to support certification of wetland scientists and further promote SWSPCP through a Memorandum of Understanding (Globalization Committee, Executive Board).