

WWA 3-year Strategic Plan 1/1/2019 – 12/31/2021

WWA Strategic Issue #1 of 4: Build WWA Infrastructure and Membership

Goal: 1 Build and maintain WWA Board Infrastructure.	Activity:	Who:	When:	Resources:	Completed		
					'19	'20	'21
Objective 1a: Utilize the WWA By-laws as a working document to guide directions and planning	<ul style="list-style-type: none"> Refer to the WWA By-laws regularly, reviewing annually. 	WWA Board	Review at least annually at Fall Board Meeting	By-laws Board Time			
Objective 1b: Create and update descriptions/responsibilities of all WWA committees	<ul style="list-style-type: none"> Committee chairs will review and update description of committee 	WWA Committee Chairs	Update Annually	Board Time			
Objective 1c: Survey WWA members on an annual basis	<ul style="list-style-type: none"> Create and administer an annual membership satisfaction survey. 	WWA Board	Annually; typically in the Fall	Board Time Survey Monkey			
Goal: 2 Achieve and maintain 75% WIC Project membership.	Activity:	Who:	When:	Resources:	'19	'20	'21

<p>Objective 2a:</p> <p>Run annual membership campaign showcasing the merits of joining WWA and how membership can be paid</p>	<ul style="list-style-type: none"> • Current Chairperson will create a membership/outreach letter annually • Regional Representatives advocate for membership at all Regional meetings • Membership committee will encourage personal contacts to local projects not currently a member • Provide annual membership incentive for region with most participation. • Sponsor a WWA info booth at the State WIC conference and WWA sponsored trainings • Assist in maintaining the member tracking sheet to monitor participating WWA Membership by project 	<p>Chairperson</p> <p>Membership Committee (which includes regional reps)</p> <p>Treasurer</p> <p>Membership Committee (which includes regional reps)</p>	<p>December-January of each year</p> <p>Annually; summer or fall conferences</p>	<p>Project campaign (welcome, join-us letter)</p>			
<p>Objective 2b:</p> <p>Recruit partners, corporate and affiliate members to support the WWA mission.</p>	<ul style="list-style-type: none"> • Promote and educate others about WWA. • Identify and contact potential corp. and affiliate members statewide • Include Partner, corporate and affiliate membership on web page and continuing education events • Develop a document to distribute to potential partners, corporate and affiliate members 	<p>Membership Committee</p> <p>Web Master</p>	<p>Ongoing</p> <p>Partners are: 2015: WBC (affiliate)</p>				

<p>Objective 2c: Engage at least 3 WWA member projects to enlist at least 1 staff person to serve on a WWA committee or special project.</p>	<ul style="list-style-type: none"> Advocate WWA involvement to Project Directors and WIC Staff to support WWA activity and project staff involvement. 	<p>Membership Committee</p>	<p>At least annually</p>	<p>Engaged WWA members</p> <p>Committee descriptions</p>			
<p>Objective 2d: Ensure and support a full WWA Board of Directors</p>	<ul style="list-style-type: none"> Ensure the nomination letter is distributed Conduct the voting process Run annual WWA Board election 	<p>Membership committee</p> <p>WWA Board</p>	<p>Annually or as needed</p>	<p>WWA Bylaws</p>			

WWA Strategic Issue #2 of 4: Clear Communication to Members

Goal: 3 Strengthen internal and external communication through website, social media, and other defined modes.	Activity:	Who:	When:	Resources:	Completed		
					'19	'20	'21
Objective 3a: Maintain an active <u>WWA website</u>	<ul style="list-style-type: none"> Website will meet the needs of the membership, by keeping all information as relevant and up to date as possible. Paypal will continue to be utilized on the site for ease of membership renewals and event payments Continue to include links to relevant sites (i.e. NWA, WBC, etc.) Board members and committee chairs will communicate with website admins to ensure that information on the website is relevant and up to date. Upload quarterly newsletter Consider developing a WWA membership Listserv (utilize email sign-up on the website & membership email listing) 	WWA Web Administrators	Ongoing through 2021	Wordpress Payment to Qth.com yearly for website domain fee Content from WWA board members & committees			
Objective 3b: Use professional social media to enhance WIC networking and strengthen program activities	<ul style="list-style-type: none"> Maintain WWA Facebook Page Run Facebook and Website activity reports and report out at regular WWA board meetings. Gather input from membership about social media and web site the annual membership survey Consider other social media communication avenues such as Twitter, Instagram, or other social media sites. 	WWA Web Administrators Communication Committee	Ongoing through 2021	Communication Committee			

<p>Objective 3c: Seek to gather input from members on their satisfaction of WWA communication efforts</p>	<ul style="list-style-type: none"> • Include a question on communication satisfaction on the annual membership survey. 	Professional Development Committee and WWA Board Chair	Annually	Communication and Professional Development Committee			
<p>Objective 3d: Maintain shared storage space for WWA documents</p>	<ul style="list-style-type: none"> • Keep WICShare up to date and organized with the most current documents for WWA. • Consider using other document sharing (ie Google Docs) to maintain up to date documents for all WWA board members. 	Communication Committee	Quarterly	Communication Committee member time			
<p>Objective 3e: Ensure that there is a WWA liaison on appropriate statewide committees, workgroups, and for the FMR (Friday Morning Report).</p>	<ul style="list-style-type: none"> • Continue to appoint WWA board members on various statewide committees and work groups as appropriate. (WAHLDAB, WIC Advisory, etc.) • Continue to appoint a WWA board member to prepare FMR updates and send to state WIC staff for the FMR. 	Communication Committee WWA Board Members	Ongoing through 2021	FMR Communication Committee member time			

WWA Strategic Issue #3 of 4: Education and Advocacy for WIC

Goal: 4 Increase WWA members' confidence and participation in advocacy efforts.	Activity:	Who:	When:	Resources:	Completed		
					'19	'20	'21
Objective 4a: Educate members on how to best advocate for WIC.	<ul style="list-style-type: none"> Provide more training and education on advocacy vs. lobbying. Work with Communications committee to promote usage of the toolkit on the WWA website Work with communications committee to promote usage of NWA resources. 	WWA Board Members Advocacy Committee Communications Committee Speakers Volunteers	Ongoing Annual Conference and Professional Development Day Regional Meetings	Time Website FMR			
Objective 4b: Provide opportunities for WIC staff to advocate	<ul style="list-style-type: none"> Showcase NWA materials <ul style="list-style-type: none"> NWA Monday Morning Report sign up for legislative alerts Continue monthly action alerts Continue to provide funding for members to attend the WWA leadership conference every year Support WIC staff in fostering relationships state or federal legislators. 	WWA Board Members Advocacy Committee Communication Committees WIC Staff Legislators WWA Partnerships	Ongoing Advocacy Week Annual Conference and Professional Development Day NWA Annual Leadership Conference Regional Meetings	Time Website NWA Other State Associations Financial			

<p>Objective 4c: Document legislative/advocacy efforts put forth by WWA Board and members.</p>	<ul style="list-style-type: none"> Maintain active role as Nutrition Section representative on WALHDAB and WIC Advisory, representing nutrition concerns related to public health and WIC, including participation in meetings. Identify advocacy opportunities with other organizations and respond with appropriate action, activities, and participation in events. 	<p>Advocacy Chair</p> <p>WWA Chair</p> <p>WALHDAB Rep.</p> <p>Outside Organizations</p>	<p>Ongoing</p> <p>Review and update website tools at least annually</p>	<p>Time</p> <p>Website</p>			
<p>Objective 4d: Develop and maintain advocacy partnerships with organizations that have a similar mission and focus.</p>	<ul style="list-style-type: none"> Maintain active role as Nutrition Section representative on WALHDAB and WIC Advisory, representing nutrition concerns related to public health and WIC, including participation in meetings. Identify advocacy opportunities with other organizations and respond with appropriate action, activities, and participation in events. 	<p>Advocacy Chair</p> <p>WWA Chair</p> <p>WALHDAB Rep.</p> <p>Outside Organizations</p>	<p>Ongoing</p> <p>Review annually</p>	<p>Time</p> <p>Release time from work</p> <p>Description of duties and expectations</p>			

WWA Strategic Issue #4 of 4: Competent Nutrition Workforce

Goal: 1 Identify state, regional, and local opportunities to train qualified public health nutrition professionals.	Activity:	Who:	When:	Resources:	Completed		
					'19	'20	'21
OBJECTIVE 4a: Assure that CDR CEU's are offered at WWA professional development events. Advocate for CDR CEU's at WIC professional development events. Offer the necessary ethical CEU component.	ACTIVITY <ul style="list-style-type: none"> Provide sessions and secure qualified presenters who meet Academy of Nutrition and Dietetic (AND) standards for continuing education. Prior Approval Guidelines from the Commission on Dietetic Registration (CDR). Provide a session to meet the ACAND ethical CEU component. 	WWA Board WWA Membership	Ongoing through 2019	Qualified Speakers WWA Representation on the State Conference Planning Committee			

WWA Strategic Issue #5: Finance

Goal: 5 Maintain finance documents etc.	Activity:	Who:	When:	Resources:	Completed		
					'19	'20	'21
Objective 5a: Ensure income exceeds expenses.	<ul style="list-style-type: none"> At first in person meeting of the year, estimate budget with board on how much income is expected and plan expenses accordingly Compile detailed financial statements at least quarterly (either kept by treasurer or hire tax firm to compile) 	Treasurer and Finance Committee Treasurer	Annually at spring in person meeting TBD				

<p>Objective 5b: Streamline membership dues payment process</p>	<ul style="list-style-type: none"> Establish and utilize PayPal plugin on website for memberships and only send invoices as needed 	<p>Treasurer and Membership Committee</p>	<p>Y1 Q2</p>				
<p>Objective 5c: Reduce the cost and burden of tax preparation</p>	<ul style="list-style-type: none"> Move to different tax firm with lower costs (file 990 postcard, have them do year end accounting, and compile financial statements) Utilize all electronic billing and payments (with exception to cash or checks received) All PayPal transactions need to be coded specific to its source 	<p>Treasurer</p> <p>Treasurer</p> <p>All Board members processing payments through PayPal</p>	<p>Y1 Q1</p> <p>Ongoing</p> <p>Ongoing</p>				
<p>Objective 5d: Increase transparency of WWA income/expenses with WWA members</p>	<ul style="list-style-type: none"> Disclose annual expenses/income report with WWA members each year 	<p>Treasurer and finance committee</p>	<p>Annually in Spring</p>				
<p>Objective 5e: Ensure better continuity between treasurers</p>	<ul style="list-style-type: none"> Create guidance document on all procedures regarding account 	<p>Treasurer</p>	<p>Y1 Q1</p>				

	setup/maintenance, tax prep/accounting							
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