

2021 WWA Membership Survey Results

18 responses

94% members

6% not members or unsure of membership

- To see member benefits click here: <https://www.wiwica.org/membership-account/membership-levels/>

56% feel very satisfied or satisfied with communication

17% feel neutral about communication

28% dissatisfied or very dissatisfied with communication

If unsatisfied with communication please:

- Place alerts on FMR page to receive WWA updates
- Follow Wisconsin WIC Association on Facebook
- Sign up for our listserv “sign up for our newsletter” on lower right hand side
 - <https://www.wiwica.org/>
- Ask your WIC Director to share quarterly WWA Regional Updates with you
 - These are shared at the quarterly WIC Admin meetings
- Check out our website to read monthly board meeting minutes

Preferred Communication Method:

72% emails

72% FMR

28% in person updates

6% Facebook

Most people suggested WWA to engage with members in a different way by hosting events like “coffee breaks” for WIC staff to engage, brainstorm and socialize with one another, creating a closed Facebook group.

Suggestions for the Board:

- Continue to use a variety of platforms for messaging
- FMR updates are helpful
- Quarterly calls
- Create a closed Facebook Group
- Enhance website to make it more user friendly
- 1-2 times annually host an informal call to teach people how to be more involved
- Training for new WIC staff on WWA
- Keep up the good work!

100% of people were in favor for the proposed bylaw changes (listed on our website). This motion passes and changes will be accepted to the WWA ByLaws.

2022 Conference Ideas:

- Presentation of what was worked on
- Most people asked for raffles/ silent auctions/ WIC items (water bottles, coffee mugs, t shirts, recipe books)
- Year round clothing sale

WWA completed all of the following activities this year:

What has WWA done this year for our members? (select all that apply) *

- Participated during the NWA Virtual Summit on the Future of WIC Services
- Provided Membership Letter to WWA agencies and members
- Obtained 73% membership of WIC Projects across Wisconsin by March 31st, 2021.
- Signed-on to 6 letters addressed to Congress asking for support of WIC services or other programs that would benefit WIC participants
- Sponsored our first WWA member attendee to the NWA Leadership Academy
- Provided 5 scholarships to WWA members to attend the NWA National Policy Conference, where 10 Hill Meetings were conducted with our Wisconsin State Congressional Senators and Representatives
- Presented at the NWA National Policy Conference to highlight State WIC Association efforts across the Country
- Provided a Press Release statement for the National WIC Association (NWA) thanking Rep. Moore for her continued support and lead on a letter from Congress to USDA highlighting the need for increasing the value of the WIC food package and to advance positive science-based reforms to the WIC food package
- Hosted Advocacy Week virtually
- Planned (and soon to be executed) WWA Professional Development Conference
- Coordinated a State-Wide apparel sale
- Conducted and participated in many social media campaigns , including: #showyourwicwork, #wicworks, #WWABoard, #ExtendTheWICBump
- Provided the local perspective about the impact of the fruit and vegetable CVB increase during the NWA Hill Briefing presentation
- Gathered and utilized WIC participant and provider testimonials in advocacy efforts to elevate awareness of the positive impact the increase in fruit and vegetable CVB has been for WIC participants
- Provided Action Alerts and Quarterly Newsletters for WWA members
- Initiated the process of re-branding and giving WWA a "facelift" with the start of creating a new long-lasting logo and updating our website