

WWA 3-year Strategic Plan 1/1/2022 – 12/31/2024

WWA Strategic Issue #1 of 6: Build WWA Infrastructure and Membership

Goal: 1 Build and maintain WWA Board Infrastructure.	Activity:	Who:	When:	Resources:	Completed		
					'22	'23	'24
Objective 1a: Utilize the WWA By-laws as a working document to guide directions and planning	<ul style="list-style-type: none"> <li>Refer to the WWA By-laws regularly, reviewing annually.</li> </ul>	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"> <li>Committee chairs will review and update description of committee</li> </ul>	WWA Committee Chairs	Update Annually	Board Time			
Objective 1c: Survey WWA members on an annual basis	<ul style="list-style-type: none"> <li>Create and administer an annual membership satisfaction survey.</li> </ul>	WWA Board	Annually; typically in the Fall	Board Time Survey Monkey			
Goal: 2 Achieve and maintain 75% WIC Project membership.	Activity:	Who:	When:	Resources:	'22	'23	'24

<p><b>Objective 2a:</b></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"> <li>• Current Chairperson will create a membership/outreach letter annually</li> <li>• Regional Representatives advocate for membership at all Regional meetings</li> <li>• Membership committee will encourage personal contacts to local projects not currently a member</li> <li>• Provide annual membership incentive for region with highest percentage participation.</li> <li>• Sponsor a WWA info booth at the State WIC conference and WWA sponsored trainings. Send conference care package to agencies if virtual</li> <li>• Assist in maintaining the member tracking sheet to monitor participating WWA Membership by project</li> <li>• Complete annual membership survey</li> </ul>	<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><b>Objective 2b:</b></p> <p>Host/Facilitate 1 member engagement event each year.</p>	<ul style="list-style-type: none"> <li>• Hold yearly event to engage members</li> <li>• Create WI WIC Facebook page for members (joint effort with Communication committee)</li> <li>• Promote events on website and FMR</li> </ul>	<p>Membership Committee</p> <p>Joint effort with Communication group</p>	<p>Annually</p>				

<p><b>Objective 2c:</b> Recruit and actively engage 3 WWA members to participate in any committee.</p>	<ul style="list-style-type: none"> <li>• Reach out to applicants for board positions who are not chosen to assess interest in committee involvement</li> <li>• Reach out to scholarship recipients who have been selected to assess interest on committee involvement</li> <li>• Post information regarding committees to closed Facebook group to gain committee members or assist with special projects</li> <li>• Work with communication committee to clarify committee expectations when requesting involvement</li> <li>• Add members to committee roster to ensure communication to all committee members</li> </ul>	<p>Membership Committee</p>	<p>Annually</p>	<p>Committee descriptions</p>			
<p><b>Objective 2d:</b> Ensure and support a full WWA Board of Directors</p>	<ul style="list-style-type: none"> <li>• Conduct the voting process</li> <li>• Run annual WWA Board election</li> <li>• Update board roster</li> </ul>	<p>Membership committee  WWA Board</p>	<p>Annually or as needed</p>	<p>WWA Bylaws</p>			

## WWA Strategic Issue #2 of 6: Clear Communication to Members

Goal: 3 Strengthen internal and external communication through website, social media, and other defined modes.	Activity:	Who:	When:	Resources:	Completed		
					'22	'23	'24
Objective 3a: Maintain an active <u>WWA website</u>	<ul style="list-style-type: none"> <li>Website will meet the needs of the membership, by keeping all information as relevant and up to date as possible.</li> <li>Paypal will continue to be utilized on the site for ease of membership renewals and event payments</li> <li>Continue to include links to relevant sites (i.e. NWA, WBC, etc.). Also add description on how this link/ org is beneficial for WWA members (previous or newcomers)</li> <li>Board members and committee chairs will communicate with Communications Committee to ensure that information on the website is relevant and up to date.</li> <li>Upload quarterly newsletter</li> <li>Maintain WWA Listserv (Mailchimp) (utilize email sign-up on the website &amp; membership email listing) – Utilize listserv for newsletters, action alerts, and other.</li> <li>Update website platform, establish a</li> <li>Consider developing a “members only” portal for the WWA members. (for this we may need all emails for members across the state).</li> </ul>	WWA Web Administrators	Ongoing through 2024	Wordpress  Payment to Qth.com yearly for website domain fee  Content from WWA board members & committees			

<p><b>Objective 3b:</b></p> <p>Use professional social media to enhance WIC networking and strengthen program activities</p>	<ul style="list-style-type: none"> <li>• <a href="#">Maintain WWA Facebook</a> Page</li> <li>• Maintain communication with committee chairs regarding improvements to communication with members</li> <li>• Consider other social media communication avenues such as Twitter, Instagram, or other social media sites.</li> </ul>	<p>WWA Web Administrators</p> <p>Communication Committee</p>	<p>Ongoing through 2024</p>	<p>Communication Committee</p>			
<p><b>Objective 3c:</b></p> <p>Seek to gather input from members on their satisfaction of WWA communication efforts</p>	<ul style="list-style-type: none"> <li>• Include a question on communication satisfaction on the annual membership survey.</li> </ul>	<p>Professional Development Committee and WWA Board Chair</p>	<p>Annually</p>	<p>Communication and Professional Development Committee</p>			
<p><b>Objective 3d:</b></p> <p>Maintain shared storage space for WWA documents</p>	<ul style="list-style-type: none"> <li>• Keep WICShare folders and calendars up to date and organized with the most current documents for WWA.</li> <li>• Maintain Google Docs with up-to-date and organized documents for WWA.</li> </ul>	<p>Communication Committee</p>	<p>Quarterly</p>	<p>Communication Committee member time</p>			
<p><b>Objective 3e:</b></p> <p>Develop a new WWA logo</p>	<ul style="list-style-type: none"> <li>• Establish graphic designer</li> <li>• Ensure the logo is long lasting/timeless and offers variations for WWA needs</li> <li>• Ensure to obtain graphic rights to logo</li> </ul>	<p>Communication Committee</p>	<p>Ongoing through 2024</p>	<p>Communication Committee member time</p>			

### WWA Strategic Issue #3 of 6: Education and Advocacy for WIC

Goal: 4 Increase WWA members' confidence and participation in advocacy efforts.	Activity:	Who:	When:	Resources:	Completed		
					'22	'23	'24
Objective 4a: Educate members on how to best advocate for WIC.	<ul style="list-style-type: none"> <li>• Provide more training and education on advocacy vs. lobbying.</li> <li>• Work with Communications committee to promote usage of the toolkit on the WWA website</li> <li>• Work with communications committee to promote usage of NWA resources.</li> </ul>	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"> <li>• Showcase NWA materials                             <ul style="list-style-type: none"> <li>○ Train WIC Staff how to create NWA login account</li> <li>○ NWA Monday Morning Report</li> <li>○ Sign up for legislative alerts</li> </ul> </li> <li>• Work with Communications committee to continue monthly action alerts.</li> <li>• Continue to provide funding for members to attend the NWA leadership conference every year.</li> <li>• Support WIC staff in fostering relationships with state and/or federal legislators.</li> </ul>	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	Time Website NWA Other State Associations Financial			

	<ul style="list-style-type: none"> <li>Work with Communications committee to make WIC staff aware of opportunities to advocate on proposed policy changes.</li> </ul>		Regional Meetings				
<p><b>Objective 4c:</b></p> <p>Document legislative/advocacy efforts put forth by WWA Board and members.</p>	<ul style="list-style-type: none"> <li>Maintain running list of advocacy efforts</li> </ul>	<p>Advocacy Chair</p> <p>WWA Chair</p>	Annually	Time			
<p><b>Objective 4d:</b></p> <p>Develop and maintain advocacy partnerships with organizations that have a similar mission and focus.</p>	<ul style="list-style-type: none"> <li>Maintain active role as Nutrition Section representative on WALHDAB and LACC, representing nutrition concerns related to public health and WIC, including participation in meetings.</li> <li>Work with Outreach committee to identify advocacy opportunities with other organizations and respond with appropriate action, activities, and participation in events.</li> </ul>	<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 6: Competent Nutrition Workforce

Goal: 5 Identify state, regional, and local opportunities to train qualified public health nutrition professionals.	Activity:	Who:	When:	Resources:	Completed		
					'22	'23	'24
<b>OBJECTIVE 5a:</b> Assure that CDR CEU's are offered at WWA professional development events.  Advocate for CDR CEU's at WIC professional development events.  Communicate with State WIC Office on educational opportunities and collaboration	<b>ACTIVITY</b> <ul style="list-style-type: none"> <li>Provide sessions and secure qualified presenters who meet Academy of Nutrition and Dietetic (AND) standards for continuing education.</li> <li><a href="#">Prior Approval Guidelines from the Commission on Dietetic Registration (CDR).</a></li> </ul>	WWA Board WWA Membership	Ongoing through 2019	Qualified Speakers  WWA Representation on the State Conference Planning Committee			
<b>OBJECTIVE 5b:</b> Advocate for Professional Development events that include additional staff areas to support staff, BF peers, other clinic staff that are not nutritionists.  Customer Service training. TIC training  Technology training offered to support staff.	<b>ACTIVITY</b> <ul style="list-style-type: none"> <li>Provide sessions and secure qualified presenters</li> </ul>	WWA Board WWA Membership	Ongoing through 2024	Qualified Speakers  WWA Representation on the State Conference Planning Committee			



Communicate with State WIC Office on educational opportunities and							
<b>OBJECTIVE 5c:</b> WWA will advertise Ethics Credit opportunities annually.	<b>ACTIVITY</b> <ul style="list-style-type: none"> <li>Provide a session to meet the ACAND ethical CEU component</li> </ul>	WWA Board WWA Membership	Ongoing through 2024	Qualified Speakers  WWA Representation on the State Conference Planning Committee			

## WWA Strategic Issue #5: Finance

<b>Goal: 6</b> Maintain finance documents etc.	<b>Activity:</b>	<b>Who:</b>	<b>When:</b>	<b>Resources:</b>	<b>Completed</b>		
					'22	'23	'24
<b>Objective 6a:</b> Complete annual Budget	At Fall in person meeting – present and discuss estimate budget for following year with board.	Treasurer and Finance Committee	Annually at Fall in person meeting				

<b>Objective 6b:</b> Increase transparency of WWA income/expenses with WWA members	Disclose annual expenses/income report with WWA members each year	Treasurer	Annual at annual membership meeting				
<b>Objective 6c:</b> Ensure better continuity between treasurers	Appoint Co-treasurer that can be treasurer the next year Maintain guidance document on all procedures regarding account setup/maintenance, tax prep/accounting	Treasurer Co Treasurer	Annually				

### WWA Strategic Issue #6 of 6: Outreach Committee Development

<b>Goal: 7</b> Develop and maintain a WWA Outreach Committee	<b>Activity:</b>	<b>Who:</b>	<b>When:</b>	<b>Resources:</b>	<b>Completed</b>		
					'22	'23	'24

<p><b>Objective 7a:</b> Organize/Create an effective outreach committee</p>	<ul style="list-style-type: none"> <li>• Further define scope and objectives of the outreach committee</li> </ul>	<p>Outreach Committee WWA Board Members</p>	<p>Y1 Q4</p>	<p>Outreach Committee member time</p>			
<p><b>Objective 7b:</b> Strengthen current partnerships and explore new avenues for outreach.</p>	<ul style="list-style-type: none"> <li>• Identify and create a list of current partnerships and connections</li> <li>• Identify and create a list of potential new partnerships</li> <li>• Explore networking opportunities for members within Wisconsin WIC</li> </ul>	<p>Outreach Committee</p>	<p>Ongoing through 2024</p>	<p>Outreach Committee member time</p>			
<p><b>Objective 7c:</b> 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"> <li>• Continue to appoint WWA board members on various statewide committees and work groups as appropriate. (WAHL DAB, LACC, etc.)</li> <li>• Continue to appoint a WWA board member to prepare FMR updates and send to state WIC staff for the FMR.</li> </ul>	<p>Outreach Committee WWA Board Members</p>	<p>Ongoing through 2024</p>	<p>FMR Outreach Committee member time</p>			