

WWA 3-year Strategic Plan 1/1/2025 – 12/31/2027

WWA Strategic Issue 1 of 5: Build WWA Infrastructure and Membership

Goal 1: Build and maintain WWA Board Infrastructure.	Activity:	Who:	When:	Resources:	Completed		
					'25	'26	'27
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 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 Chair	Update Annually by January 31 st	Board Time			
Objective 1c: Survey WWA members on an annual basis to assess participation and value in WWA membership.	<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: Promotion of active participation in WWA	Activity:	Who:	When:	Resources:	'25	'26	'27
Objective 2a: Maintain and support full WWA Board positions during mid-term and regular-term vacancies.	<ul style="list-style-type: none"> Include recruitment information in newsletter Update/Create board member position descriptions, including time commitments Discuss openings with WIC staff from other projects, regions, etc. Conduct the voting process Run annual WWA Board election Update board roster 	WWA Board Committee Chairs WWA Board	Ongoing	Board Time Newsletter Bylaws			
Objective 2b: Host/Facilitate 1 member engagement event each year in each region	<ul style="list-style-type: none"> Hold yearly event to engage members Create NWA Community page for Wisconsin WWA members to communicate Promote events on website Ideas: volunteering, classes, hikes 	Professional Development Committee	Annually				

Objective 2c: Reach out and advocate committee participation to 3 WWA members.	<ul style="list-style-type: none"> • Reach out to applicants for board positions who are not chosen to assess interest in committee involvement • Reach out to scholarship recipients who have been selected to assess interest on committee involvement • Post information regarding committees to NWA Member Community to gain committee members or assist with special projects • Create committee description and expectations document to share with interested WWA members. • Add members to committee roster to ensure communication to all committee members 	Connection Committee	October-October	Committee descriptions			
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WWA Strategic Issue 2 of 5: Clear Communication to Members

Goal 3: Strengthen internal and external communication through website, social media, and other defined modes.	Activity:	Who:	When:	Resources:	Completed		
					'25	'26	'27
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. • Include links to relevant sites with a explanation of why it's beneficial for WWA members (previous or new). • Board members and committee chairs will communicate with Connections Committee to ensure information on the website is relevant and up to date. • Recruit and appoint website specialist. • Upload quarterly newsletter. • Maintain WWA Listserv (Mailchimp) (utilize email sign-up on the website & 	WWA Web Administrators Website Specialist	Ongoing through 2025 June 2025	Wordpress Payment to Qth.com yearly for website domain fee Content from WWA board members & committees			

	<p>membership email listing) – Utilize listserv for newsletters, action alerts, and other.</p> <ul style="list-style-type: none"> Start website update process with bids from design companies. 						
<p>Objective 3b: Use professional social media to enhance WIC networking and strengthen program activities</p>	<ul style="list-style-type: none"> Maintain WWA Facebook Page Maintain communication with committee chairs regarding improvements to communication with members. Consider other social media communication avenues such as Instagram, or other social media sites. 	<p>WWA Web Administrators</p> <p>Social Media Specialist</p>	Ongoing through 2027	Connection Committee			
<p>Objective 3c: Seek 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	Connection and Professional Development Committee			
<p>Objective 3d: Maintain shared storage space for WWA documents</p>	<ul style="list-style-type: none"> Keep WICShare folders and calendars up to date and organized with the most current documents for WWA. Maintain Google Docs with up-to-date and organized documents for WWA. 	WWA Board under guide of WWA Chair	Quarterly				

WWA Strategic Issue 3 of 5: Education and Advocacy for WIC

Goal 4: Increase WWA members' confidence and participation in advocacy efforts.	Activity:	Who:	When:	Resources:	Completed		
					'25	'26	'27
Objective 4a: Educate members on how to best advocate for WIC.	<ul style="list-style-type: none"> Provide annual NWA training and education on advocacy vs. lobbying. Consider partnership with WAND. Board members will participate and support annual NWA conference Hill Advocacy Day. Provide adequate preparation for Hill Day. 	NWA Advocacy Committee WWA Board	Ongoing Regional Meetings	Time Website			
Objective 4b: Provide opportunities for WIC staff to advocate	<ul style="list-style-type: none"> Showcase NWA materials -Train WIC Staff how to create NWA login account -NWA Monday Morning Report -Sign up for legislative alerts Provide up to 3 scholarships to NWA Policy Conference annually. Support WIC staff in fostering relationships with state and/or federal legislators. Work with Connection committee to make WIC staff aware of opportunities to advocate on proposed policy changes. 	WWA Board Members Advocacy Committee Connection Committees WIC Staff Legislators WWA Partnerships	Ongoing Advocacy Week Annual Conference Regional Meetings	Time Website NWA Other State Associations Financial			
Objective 4c: Document legislative/advocacy efforts put forth by WWA Board and members.	<ul style="list-style-type: none"> Maintain running list of advocacy efforts 	Advocacy Chair WWA Chair	Annually	Time			
Objective 4d: Develop and maintain advocacy partnerships with organizations that have a similar mission and focus.	<ul style="list-style-type: none"> RECONNECT Maintain active role as Nutrition Section representative on WALHDAB and LACC, representing nutrition concerns related to public 	Advocacy Chair WWA Chair WALHDAB Rep.	Ongoing Review annually	Time Release time from work			

	<p>health and WIC, including participation in meetings.</p> <ul style="list-style-type: none"> • Work with Professional Development committee to identify advocacy opportunities with other organizations and respond with appropriate action, activities, and participation in events. 	Outside Organizations		Description of duties and expectations			
Objective 4e: Strengthen current partnerships and explore new avenues for outreach.	<ul style="list-style-type: none"> • Identify and create a list of current partnerships and connections • Identify and create a list of potential new partnerships • Explore networking opportunities for members within Wisconsin WIC 	Professional Development Committee	Ongoing through 2027	Time			

WWA Strategic Issue 4 of 5: Strengthen WIC Workforce

Goal 5: Identify opportunities to offer to WIC staff	Activity:	Who:	When:	Resources:	Completed		
					'25	'26	'27
OBJECTIVE 5a: Communicate with State WIC Office on educational opportunities and collaboration and advocate for CDR CEU's at WIC professional development events.	ACTIVITY <ul style="list-style-type: none"> • Advocate for WWA seat on conference planning committee. 	PDC Committee Chair	Every event	Qualified Speakers WWA Representation on the State Conference Planning Committee			
OBJECTIVE 5b: WWA will maintain list of relevant activities to support continued education.	ACTIVITY <ul style="list-style-type: none"> • Provide a link to an online session to meet the ACEND ethical CEU component • Provide updated links to educational events outside of WIC. 	WWA Board WWA Membership	Ongoing through 2027	Qualified Speakers Partner websites			

WWA Strategic Issue 5 of 5: Fiscal Transparency & Planning

Goal 6: Maintain finance documents.	Activity:	Who:	When:	Resources:	Completed		
					'25	'26	'27
Objective 6a: Complete annual Budget	<ul style="list-style-type: none"> Treasurer will present and discuss estimated budget with board for the following year. 	Treasurer and Finance Committee	Annually at Fall in-person meeting	Income and Expenses log updated in WIC Share.			
Objective 6b: Increase transparency of WWA income/expenses with WWA members	<ul style="list-style-type: none"> Disclose annual expenses/income report with WWA members each year. 	Treasurer	Annually at annual membership meeting				
Objective 6c: Ensure improved continuity between treasurers	<ul style="list-style-type: none"> Increase Treasurer term from 1 to 2 years. A Co-Treasurer will be elected into the executive committee at the end of the current treasurer's first year. Treasurer(s) will maintain an electronic guidance document on procedures regarding account setup/maintenance, tax prep/accounting, stored in WIC Share. 	Treasurer Co Treasurer	Annually				
Objective 6d: Initiate membership dues payment from the State of Wisconsin to WWA	<ul style="list-style-type: none"> Contact State Office staff (grant specialist) to initiate annual membership dues. Review updated caseload document to determine current membership rates. 	Treasurer	Annually	Treasurer time			