

WMCA STRATEGIC PLANNING PROGRESS SUMMARY

The strategic planning subcommittee met in August, 2006 to look at strategies for long term sustainability for WMCA. All aspects of “sustainability” were reviewed, including both financial and administrative strategies. President Byers tasked the subcommittee to develop a framework for an October Executive Committee Strategic Planning Workshop.

Three areas of importance were identified as the keys to sustaining an effective professional organization: Administration, Education; and Standard Operating Procedures and Training.

The committee presented in October:

- Revised and standardized job descriptions for each officer, board member, and committee.
- Revised and standardized descriptions for each WMCA committee. These included the following structural changes, as approved by the Executive Committee:
 - Creation of a Communications Committee which will incorporate the functions of the former Newsletter Committee and the Website Committee as well as address overall communications issues within the organization and beyond.
 - Combining the Education/Professional Development and Conference Program Committees to create the Education Committee to consolidate and streamline our educational offerings under one umbrella.
- Revised and updated Executive Committee policies.

In January, work will be completed on:

- Updated Executive Committee Handbook
- Work calendar of annual action items for each committee
- Committee handbooks will be prepared and distributed by February 9, 2007.

Items Identified at WMCA Facilitated Board Workshop:

Following is a summary of items discussed at our facilitated retreat in October and the status and timeline for each:

Training & Education			
Task	Status	Assigned to	Process & Timeline
Conference locations/bidding process, policy for selection	Pending	Ali Spietz to work with Dema and WSU; also include on member survey	June 2007 for conference site 2010. Policy decision by EC
Educate EC on IIMC Academy requirements	Ongoing	Education Coordinator	Verbal or written updates to EC as requested or when requirements change.
Fall Academy	Pending	EC; Ed Coord; member survey.	EC decision (March 2007): continue Fall Academy as MMC, CMC or consider Spring Academy and “PD IV” as sufficient MMC opportunities; also review budget implications

Training & Education (con't)			
Task	Status	Assigned to	Process & Timeline
Use Web for master training calendar	Pending	Communications Committee	2007
Communicate value of WMCA to members	Ongoing	Membership; Communications	EC ongoing oversight
Ask members what they need & want re education; develop survey	Pending	Education Committee; Ed Coord; webmaster	February 2007 survey

Administration			
Task	Status	Assigned to	Process & Timeline
Add VP to Budget Comm	Done		12/06 update to Budget Comm. description
Define responsibility to live w/in budget	Done		EC and Comm responsibilities for budget line items noted in 2007-8 budget; discussed annually at conference during Committee Chair orientation
Establish accountability and communication systems back to EC	Done		Quarterly report form
Identify Committees in line item budget; develop budget in Oct. for presentation to EC in Jan.	Done		
Forms for tracking expenditures by Comm.	Done	Treasurer	Included in EC handbook & Comm Chairs handbook
Include financial info in Comm reports	Done		Quarterly report form for Comm Chairs
Better identify liaison roles & responsibilities	Done		Updated EC job descriptions
Outgoing/incoming Comm chair meeting at conference	Scheduled	President-Elect	Meeting scheduled for in/out EC members and Comm chairs at Annual Conference.
Orientation for new EC members	Pending	Past President	Conference? First EC meeting?
Establishing Co-chairs for each committee with staggered terms	Ongoing	President	
Calendar and outline of work for each committee	Done		Comm. Work calendar developed. Sign-up fair not scheduled for 2007 conf.
Review nominations process	Pending		EC or subcommittee

Administration (con't)			
Task	Status	Assigned to	Process & Timeline
Outsourcing functions (conference bids, online registration, etc.)	Pending	See conference bidding above	EC to identify functions which could be outsourced and budget impacts
Develop Communication process EC to membership	Ongoing Monthly EC updates	Communications Committee; Website committee	Produced first EC monthly report to members; created Communications Committee; planning member survey

Membership			
Task	Status	Assigned to	Process & Timeline
Membership	Pending	Membership Comm. Executive Comm	Task 2007 Membership Committee as follows: 1) Look at other organizations for potential members; 2) Develop outreach program; 3) Be proactive in recruitment, personal contact; 4) mass e-mails re discussion board 5) Use regional groups for recruitment 6) Reinstate Mentoring Program. Executive Committee: do more networking

Summary

A key overall goal of the strategic planning committee was to enable this and future Executive Committees to establish annual goals and measurables rather than spending the majority of time on housekeeping issues. The steps that have been taken and the goals identified above will help accomplish this.