



## Advancing the WSLCA Vision 2018/19 Strategic Initiatives Discussion

### *Purpose, Programs & People*

The WSLCA annual summer conference is a key time for our membership to gather and determine strategic initiatives to guide our focus during the coming year. Like many organizations, this association is faced with significant demographic and workforce changes. We have limited resources and time, but recognize the value gained through collaboration around our **Purpose**, our **Programs** and our **People**. Over the next 12 months, project teams comprised of member volunteers from our state and affiliate organizations, have committed to dedicate 90 minutes each month to advance the WSLCA vision of *Helping States Fund Education*. These nimble work teams are empowered to make decisions and changes in keeping with the direction of the strategic plan and our desire to focus on significance. We appreciate and applaud your service and encourage others to join a volunteer team.

#### **1. WSLCA Media TEAM**

The WSLCA Media TEAM will focus on developing a clear communication strategy that articulates who we are and what we do. Their initial focus is developing a new website.

#### **2. WSLCA Branding TEAM**

The WSLCA is much more than the current name implies. Members manage land and financial assets, and develop resources (affiliates), both for the public and for institutional beneficiaries. This team will recommend a new association name and work with the Media TEAM as they develop a new, independent website.

#### **3. WSLCA Organization TEAM**

This team seeks to optimize the association structure, including an examination of by-laws, forms of operation and types of membership.

#### **4. WSLCA Conference TEAM**

Key to the WSLCA value proposition is engaging members deep within our organizations to establish robust professional networks across states and industries. This team will design conference structure changes to bring events that appeal to all members, convene in fairly consistent and convenient locations, and are developed by a joint planning committee.

#### **5. WSLCA Education & Professional Development TEAM**

All members need to maintain a well-trained professional staff. This team will leverage the nationally recognized experts among our members and identify course outlets to meet the needs of a variety of continuing professional education across many disciplines.

#### **6. WSLCA Public Education & Policy TEAM**

The association must remain vigilant to watch national policy and regulation proposals that hinder our constitutional mission. This team will proactively engage national leaders in understanding policy impacts and reforms needed to support our mission and beneficiaries.

Harry Birdwell, WSLCA President