

WECA  
Strategic Plan 2007-2010

PROGRAM AREA:	<b>Advocacy</b>
OUTCOME	WECA will support and encourage public policy promoting and sustaining Early Childhood Care and Education
INDICATOR	The number of specific advocacy actions taken will increase yearly.

	2007-2008	2008-2009	2009-2010
TARGET	Complete objectives and increase advocacy actions by 10%	Complete objectives and increase advocacy actions by 10%	Complete objectives and increase advocacy actions by 10%

Goal	Connect individual members in an efficient manner to become advocates.	Have Policies and Procedures to guide organizational advocacy	Develop formal collaborative agreements with other agencies and organizations to further advocacy efforts.
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Objectives:	1-Create a list-serve of membership	1-Develop Policy statement	1-Solicit partnerships and develop formal Memorandums of Understanding on advocacy
	2-Send legislative updates prior to and during session	2-Develop procedures for Board and membership	2-Advocate for solid funding
	3-Training on grassroots advocacy	3-Develop templates for alerts, PSA, Letters to the Editor and Legislators; Position Statements	3-Prepare collaborative message before needed
	4-Board training/awareness about legislative issues and processes; How to advocate in Cheyenne		

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PROGRAM AREA:	<b>Communication</b>
OUTCOME	Members will feel valued, connected, and supported through communication
INDICATOR	An increased number of members will indicate they feel connected through WECA/NAEYC

	2007-2008	2008-2009	2009-2010
TARGET	30% of all surveyed will indicated 2 or more direct contacts during past year.	40% of all surveyed will indicate 3 or more direct contacts during past year.	50% of all surveyed will indicate 5 or more direct contacts during past year.

Goal	WECA will develop a stronger communication system	WECA will increase contact messages through list-serve emails.	WECA will network with other organizations to expand communication opportunities.
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Objectives:	1-Utilize two-way list-serve for announcements, advocacy, chatrooms, professional discussions, current events and questions. 2-Promote NAEYC electronic opportunities	1-Messages/Tips for WECA membership on advocacy, child development, state and local news will be emailed monthly. 2-Newsletter will be available through a choice of paper or email and web site.	1-Share distribution of annual calendars, resources, information on current issues, opportunities for service, etc.
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PROGRAM AREA:	<b>Leadership Development</b>
OUTCOME	Members will have increased opportunities to serve in leadership positions.
INDICATOR	An increased number of new members involved in leadership roles.

	2007-2008	2008-2009	2009-2010
TARGET	10% increase over previous year.	10% increase over previous year.	10% increase over previous year.

Goal	WECA will develop ways and means for short-term and distance involvement	WECA will seek to develop a sustainable position of Executive Director	WECA will develop distance leadership training through the use of technology.
Objectives:	<p>1- Re-develop leadership positions/committees, roles, commitment, length of service, etc.</p> <p>2-Establish time-sensitive projects (committees) to enlarge opportunities and reduce time-commitments,</p>	<p>1-Develop Executive Director Roles and Responsibilities with accompany job description, compensation, qualifications, and evaluation.</p> <p>2-Seek Capacity grant funding to begin the process.</p> <p>3-Develop a sustainability plan for the ED and assistant positions.</p>	<p>1-Continue committee expansion work to include Regional Representatives; Strategic Planning; Conferences; Web, etc.</p> <p>2-Provide Web-in-aire training for communication, leadership styles, committee/project work, etc.</p>

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PROGRAM AREA:	<b>Membership Development</b>
OUTCOME	Membership numbers will increase through recruitment and retention strategies.
INDICATOR	The percent increase in members.

	2007-2008	2008-2009	2009-2010
TARGET	WECA will experience a 2% increase in membership over the previous year.	WECA will experience a 2% increase in membership over the previous year.	WECA will experience a 2% increase in membership over the previous year.

Goal	WECA will develop and maintain means of keeping current electronic information on members for the purpose of communication and networking.	WECA will develop an expanded membership benefit approach to membership.	WECA will redefine "membership" following NAEYC lead.
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Objectives:	<p>1-Solicit and establish a master listserve database of current and lapsed membership.</p> <p>2-Regional Representatives and Board leadership will communicate on a quarterly basis with members via technology.</p>	1-WECA Board will solicit members "needs" and develop a state benefit package that will entice and maintain members.	1-Following NAEYC membership categories, WECA will customize membership opportunities for Wyoming members.
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PROGRAM AREA:	<b>Public Relations</b>
OUTCOME	The public will be aware of WECA's role in the support of Early Childhood Care and Education.
INDICATOR	A pre-post survey will demonstrate an increase in WECA awareness by the general public.

	2007-2008	2008-2009	2009-2010
TARGET	15% increase of positive responders over previous year, statewide.	15% increase of positive responders over previous year, statewide.	15% increase of positive responders over previous year, statewide.

Goal	Expand the visibility of WECA and its role and mission.	WECA will contribute to the state-wide knowledge of early childhood needs, issues and solutions.	WECA will use strategic targets to increase public awareness.
Objectives:	<p>1-Develop a ready cache of early childhood articles and parent information to be posted on "Parent Central" on the web site and emailed using list-serve to members on a regular basis.</p> <p>2-WECA will establish business partnerships and contact with individual licensed providers to assist in knowledge and awareness.</p> <p>3-Weca will develop branding for the various components of the organization to expand awareness.</p>	<p>1-Weca will have a presence at regional community activities (health fairs, consumer markets, etc.)</p> <p>2-Through technology, WECA will establish a collective information point.</p>	<p>1-WECA will regularly use letters-to-the-editors, PSA, Satellite radio, photo opportunities to share stories.</p> <p>2-WECA will organize a state-wide focus of at least one activity to celebrate Week of the Young Child.</p>

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PROGRAM AREA:	<b>Regional Program Services</b>
OUTCOME	Weca programs and services will be developed and located around the state.
INDICATOR	The number of programs and services available around the state have increased.

	2007-2008	2008-2009	2009-2010
TARGET	Each year two new programs and/or services opportunities will be added.	Each year two new programs and/or services opportunities will be added.	Each year two new programs and/or services opportunities will be added.

Goal	Utilize in-state technology options to expand training and information across the state.	Increase the value and enjoyment of WECA membership.	Expand the role of WECA to provide state-wide support in accreditation, early childhood trainings, and other member-designated areas.
Objectives:	<p>1-Use the Wyoming Education Network to offer 2 training programs to various regions of the state - Host sites would be rotated across the state.</p> <p>2-Regional Representatives will form committees of 3-5 people to assist in better tailored programs and social activities for individual regions.</p>	<p>1-Regions will hold at least one social activity sponsored by WECA in each region or combination of regions.</p> <p>2-Regions will be assigned areas of the strategic plan to evaluate and contribute additional actions during year two.</p>	<p>1-WECA will develop a cadre of "experts" in various areas of NAEYC guidelines and accreditation to act as mentors for new programs/members.</p> <p>2-Membership mentoring and training will utilize regional technology host sites.</p>

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PROGRAM AREA:	<b>Technology</b>		
OUTCOME	Members will utilize technology to access information, increase efficiency, and facilitate communication.		
INDICATOR	The percentage of members utilizing technology to communicate internally and/or to access information about WECA/NAEYC will increase.		
	2007-2008	2008-2009	2009-2010
TARGET	Increase 10% usage of list-serve and web by members-data tracked.	Increase 10% usage of list-serve and web by members-data tracked over previous year..	Increase 10% usage of list-serve and web by members-data tracked over previous year..
Goal	WECA will expand the technological opportunities for leadership and membership.	WECA will update technology software and hardware to meet increased member and leader needs in Wyoming.	Technology will be a regular form of doing business for WECA as an organization.
Objectives:	<p>1-Investigate cost of initiating and maintaining a list-serve/website with data-tracking.</p> <p>2-Secure funding to maintain list-serve/ website for a 3-5 year period.</p> <p>3-Create policies and procedures for use, maintenance, and enhancement of technology.</p>	<p>1-Investigate and acquire funding to provide web-in-aire and/or phone conferencing for leadership development.</p> <p>2-Acquire backup devices for historical preservation of records, sharing of information, and conducting business at various sites across the state.</p> <p>3-Align technology purchases with expanded needs with a 3-5 year technology plan.</p>	<p>1-Links to meaningful information and communication opportunities (national, state and local) will expand the use of technology by the organization.</p> <p>2-On-line trainings will be a semi-annual opportunity in addition to regular yearly conference.</p> <p>3-Conference planning and implementation will be technology based.</p>