



STRATEGIC PLAN 2022

MISSION

Creating meaningful connections and enhancing competencies of association professionals.

VALUES



Fostering a welcoming and inclusive community



Operating with integrity by being open, honest, and transparent



Promoting association management rooted in passion, a positive attitude, and fun



Shaping the future by identifying industry trends and developing dynamic responses

STRATEGIC OUTCOMES

COMMUNICATION

WSAE will capture the attention of current and prospective members highlighting the Society's unique benefits and programs in a timely and relevant manner.



- Create a marketing and communications plan to promote WSAE opportunities and events. *WSAE Staff*
- Book and share dates for remaining 2022 educational events, and book and promote all 2023 event dates. *WSAE Staff, CVBs assist with bookings*
 - Roadshow – March 2022
 - Live at Lambeau – July 2022
 - CEO Retreat – August 2022
 - WSAE Reception at ASAE Annual Meeting – August 2022
 - Women's Executive Forum – September 2022
 - WSAE Summit/Annual Meeting – November/December 2022
 - Board meetings 6x/yr
 - CEO Roundtables – as hosts become interested, 2-3x year, in person
 - NextGen Summit – Fall 2023
- Make recommendation to the board to determine the future of *Vantage Point* regarding format and frequency. *Editorial Council*

ENGAGEMENT

WSAE will provide opportunities for members to participate in effective and engaging programming developed to address a variety of needs of association professionals and providers at all stages of their careers.



- Develop an Women's Executive Forum. *Visit Milwaukee and Women's Executive Forum Task Force*
- Create a clear and consistent structure for committee volunteers, including roles, responsibilities, terms, application process, and recognition. *WSAE Staff*
- Define and develop a NextGen Program, aimed at engaging early-career association professionals with the goal of hosting in Fall 2023. *Young Professional Director of the Board and NextGen Taskforce*

FINANCIAL SUSTAINABILITY

WSAE will sustain financial resources sufficient to secure a reserve of one year of operating expenses.



- Survey the industry partners for needs assessment and determining opportunities. *Industry Partner Committee*
- Provide early intervention to companies/individuals with low engagement rates through at-risk plan. *Membership Development Committee*
- Provide outreach to prospective WSAE members, aiming to reach new membership outreach to bring in 5% (25) new members in 2022. *Membership Development Committee*
- Identify new non-dues revenue sources, and define purpose and goals (and promote) the Move Mountains giving campaign. *Secretary/Treasurer of the Board and WSAE Staff*