

# MISSOURI WIC ASSOCIATION

## Strategic Planning Session

June 4-5, 2015

### INCREASED PARTICIPATION

#### Accomplishments:

- Initiated District Meetings
- Held Conference in 2014
  - Selfies, Success Stories
  - Open Forum with State Partners to Educate and Update Members

#### Future Plans

- Hold customer service training for staff
- Hold Poverty Simulation for communities and staff
- Develop WIC Advisory Board (Association members, clients, District and State Representatives)
- Revise Website and add more information about the Association
- Increase Communications

### IMAGE

#### Accomplishments

- Developed By-laws
- Quarterly Updates with State Staff
- Have a voice at the National Association Meetings
- Officer Contact Information on Website available for Media Groups
- Districts have a voice through the Association to make suggestions for changes at the State Level
- National Leadership Conference Participation (Scholarships)

#### Future Plans

- Develop Biannual Newsletter
- More information from State and National in the monthly Update
- National Association Conference being held in Missouri for 2015, that will allow for additional staff exposure/attendance

### COMMUNICATION

#### Accomplishments

- Developed Website
- Initiated District Meetings
- Developed Stronger Relationships with State Staff through attendance at Quarterly Meetings
- State Staff attending Association Board Meetings and District Meetings
- Increased Networking opportunities
- Holding Strategic Planning Sessions

## Future Plans

- Develop some Marketing Communications pieces such as Association brochure, flyers, etc. (What is MO WIC Association, How do I join?)
- Increase Networking Activities/Opportunities for staff
- Get all Districts holding District Meetings Consistently (including SE and SW districts)
- Have those using scholarships to attend the National Conference to report on what they have learned
- Improve Website Design and add additional information
- Start using Social Media tools such as Twitter, Facebook, etc.
- Bring back National Information
- Establish "Sister" Relationships with other Agencies

## SERVICES

### Accomplishments

- Association is part of State Task Force (which addresses services to clients)
- Holding In-service Trainings (one on marketing)
- Held Conference
- Input into State Approved Food List (message and tagline)
- Association has been more productive and engaged the last two years which has led to more cooperation
- Participated in Personality Profile Activity to help members engage with one another

### Future Plans

- Develop Professional Development Training Modules
- Develop Inter-agency Mentoring Program
- Partner State Staff with Local Staff for Mentoring
- Develop Peer Support Networks for new staff
- Hold Vendor Education & Marketing Trainings
  - Lunch and Learn Sessions
- Have local agencies review and edit staff training materials before they are used
- Develop Nutritional Education Co-operative to buy educational materials in bulk and then sell to local agencies at discounted price

## STRUCTURE

### Accomplishments

- Developed By-laws
- Developed Mission and Vision
- Established Finance Task List
- Set up committees
- Held Board Training

### Future Plans

- Need additional board training opportunities
- Self-select committee members and assign Chair
- Develop Secession Plan for replacing and training new officers

- Hold regular meetings (schedule for board and committee meetings)
- Officer mentoring program
- Update New Board Member Orientation Manual
- Training for the Board on Sunshine Law and Parliamentary Procedure

