MISSOURI WIC ASSOCIATION
Strategic Planning Session
June 4-5, 2015

INCREASED PARTICIPATION
Accomplishments:
• Initiated District Meetings
• Held Conference in 2014
  o Selfies, Success Stories
  o 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