

## Memorandum

**To:** NJWEA Executive Committee

**From:** Long Range Planning Committee, Robert Fischer Chair, Henry Penley Vice Chair

**RE:** Strategic Plan Fiscal Year Implementation recommendations for 2017/2018

**Date:** April 21, 2017

The Long Range Planning Committee (LRPC) held several meetings this year to review the Association's Strategic Plan and to develop the Committee's recommendations for implementation for the upcoming fiscal year. In reviewing the Strategic Plan the Committee recognizes that many objectives have been implemented and are ongoing actions. These objectives have been identified in the Baseline Report presented to the Executive Committee at the December 2016 Executive Committee Meeting. The LRPC recommends continuing the pursuit of those objectives.

The LRPC has also identified objectives that warrant action by the Executive Committee in the upcoming fiscal year. These objectives will be presented to the Executive Committee at the Annual Governing Council Business meeting of April 21, 2017 and are stated here.

The LRPC recommends the following Strategic Plan objectives for implementation in the fiscal year 2017 – 2018.

### ***Program Goals***

- Enhance our Website (or develop a separate website with a link from our Website) to highlight our available resource material, publications, documents, studies, etc. (perhaps on a member – non-member type log-in basis).

- Establish a standing Operations & Maintenance Committee to promote training and development for these disciplined members.

### ***Operational Goals***

- Solicit new members to serve on Association committees. Work with Student and Young Professionals Committee to promote their participation in other NJWEA committees.
- Welcome new members by means of an electronic welcome message and solicit new members to serve on committees.
- Demonstrate link between the annual budget and the strategic plan especially the NJWEA priorities.
- Membership Committee should establish a Membership Recruitment Table.