

# Western Planner 2022-2025 Strategic Plan

Adopted: September 13, 2022

## Definitions

- **Vision:** A one sentence statement that describes the inspirational long-term desired change resulting from our work.
- **Mission:** A one sentence statement that describes the reason our organization exists, who we serve, and how we serve.
- **Core Functions:** How we organize the work we do – a breakdown of our mission.
- **Goals:** Aspirational statements that capture the change or improvements we want to make on our core functions and overall. Mini visions expressing change in specific areas in aligned support of mission/vision. Desired outcomes for key topics/certain areas.
- **Strategies:** The ways in which we achieve our goals.
- **Actions:** Specific, measurable steps we will take in the short term to execute our strategies.
- **Metrics:** A dashboard showing where we are today, where we want to be in three years that helps us track our progress.

## Components

<b>Vision</b>	In 10 years, we are a stronger, better connected Western U.S., united through partnerships, collaborative planning, and positive outcomes for rural Western communities, states, and Tribes.
<b>Mission</b>	Western Planner brings together communities and planners from across the Western U.S. to create and share unique planning solutions that improve life in the West.
<b>Core Functions</b>	Connect. Educate. Support.
<b>Core Geography</b>	Communities, Tribes, Organizations in Western States (“the West”), especially rural places in Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, and Wyoming.

## Goals

- A. Increase the visibility and value (sustained impact – connections and education) of Western Planner and Annual Planner Conference for all types of planners in Western communities.**

### Strategies & Actions

1. Develop methodology for where to hold annual conference and implement it!
2. Be a presence at and help support state conferences.
  - a. Develop and implement a state conference toolkit.
3. At every conference/WP event, incorporate a session or series of sessions for what is and how to achieve AICP.
4. Continue and grow employer/employment opportunities.
  - a. Create face-to-face opportunities for employer/potential candidates at annual conference.
  - b. Conduct twice a year virtual job fairs (spring and fall) that have other incentives for participation (e.g., CMs, scholarship to annual conference, etc.).
  - c. Continue to offer employment posting services with various levels (free and paid).
5. Refine and better leverage Western Planner marketing tools – website, social media – to align with vision, mission, and priority strategies.

- B. Help develop confident, knowledgeable, and resourceful planners and planner advocates in Western communities.**

### Strategies & Actions

1. Hold quarterly virtual connections/webinars that align with journal topics.
  - a. Revisit purpose/function and membership of editorial board.
2. Develop and launch an educational/professional development scholarship program.
  - a. Determine number, dollar amount, eligibility criteria, and how to apply.

- C. Become the (accessible, affordable, portable, and practical) clearinghouse of good ideas and planning solutions that work in the West.**

**Strategies & Actions**

1. Reinvigorate journal purpose and reach.
2. Deploy/employ the archives. “Contact the WP Librarian – Email Brad 😊!”

- D. Create a successful and sustainable organization through robust leadership and financial capacity to achieve our goals.**

**Strategies & Actions**

1. Develop board member skills matrix and strategically recruit and retain a diverse and representative board membership.
2. Reevaluate and activate board committees to identify and lead action plan development – action plans, metrics, proposed funding needs, etc.  
Potential committees include (align with strategic plan goals):
  - a. Conference Committee (*in bylaws*)
  - b. Professional Development Committee
  - c. Editorial Board (with new name – “News & Content Review Committee” or “Journal & Resources Committee”) (*in bylaws*)
  - d. Board Development Committee (*in bylaws as “Nomination Committee”*) & Funding/Development (or “Sustainability”) & Marketing Committee
  - e. Other: Executive Committee (*in bylaws*)
3. Continue to support Western Planner editor position/contractor.
4. Develop and implement a long-term funding strategy.