

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

Vision	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.
Mission	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.
Core Functions	Connect. Educate. Support.
Core Geography	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.