2018 STRATEGIC PLAN
MISSION STATEMENT

Make available educational and networking opportunities, to encourage a code of ethics for fair practices and to work for the betterment of the window coverings industry.

VISION STATEMENT

WCAA is committed to providing professional networking opportunities virtually and locally; educational opportunities that support the code of ethics and best business practices; and promoting the value and visibility of our professional members within the industry and to consumers.

(Our membership is defined as Students, Designers, Decorators, Workrooms, Installers, and related Industry Businesses)

I. PROMOTE EDUCATION

GOAL:
Create emphasis on business education leading to strong business practices, codes of ethics and an understanding of safety guidelines

IMPLEMENTATION:

A. Survey our members for their business and educational needs
B. Develop a plan, based on member feedback, to meet the needs of the industry
C. Publish the safety guidelines from WCMA semi-annually
D. Provide educational webinars with leaders from the industry teaching how to strengthen business practices

II. STRENGTHEN MEMBERSHIP

GOAL:
Create a plan for inclusiveness of all professionals of the window coverings industry

IMPLEMENTATION:

A. Explore member categories and opportunities for engagement
B. Develop and implement value statements for membership engagement opportunity
C. Develop and implement a plan of communication to expose WCAA to young and second career professionals identifying opportunities within the window coverings industry
D. Create a plan for inclusiveness and support of all professionals of the window coverings industry
E. Identify a liaison in each chapter to disseminate the communication within their community.

III. PROMOTE VISIBILITY

GOAL:
Provide visibility within the membership, and to the consumer, regarding opportunities to work with a WCAA professional
IMPLEMENTATION:

A. Promote visibility to the consumer on the value of working with a WCAA professional
B. Establish a database and provide search capability for consumers looking for a WCAA professional
C. Create opportunities for our membership to share their products and services within the industry
D. Identify market segmentation for collaboration
E. Develop a plan to promote the success and achievements of our members through our marketing and communications

IV. IMPROVE COMMUNICATIONS, MARKETING, AND PUBLIC RELATIONS

GOAL:
Improve communications to achieve more effectively the goals of WCAA, while raising the profile of the organization

IMPLEMENTATION:

A. Identify all communication forms for use and improve each existing one
B. Develop and implement marketing plan
C. Publish dates for all events at least one year in advance and then market early
D. Maintain an updated WCAA “elevator pitch” for commitment to memory by all members of the board
E. Provide easy and more visible ways for members to get involved
F. Create, update and maintain a list of active and prospective members
G. Create a plan and schedule for regular speaking appearances at local chapters and other meetings to build organizational awareness

V. STRENGTHEN THE ORGANIZATION

GOAL:
Strengthen the organization through formalized pursuit of revenue, professional development, updated guidelines and networking

IMPLEMENTATION:

A. Create a long-term financial strategy for the investment account
B. Explore the feasibility of pursuing grants and apply to any grants that pertain to us
C. Provide professional development to the Board including training and support
D. Review, update and create, where necessary, job descriptions for members of the Board, Chapters, and Committees
E. Identify and network with similar organizations to explore collaborative possibilities and identify benchmarking opportunities. Research and attend their conferences
F. Routinely monitor fiscal procedures for alignment with federal, state and local policies incorporating best management practices