2021 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, Interior Designers, 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*

A) Publish the safety guidelines from WCMA semi annually
B) Provide educational webinars with leaders from the industry teaching how to strengthen business practices
C) Provide educational webinars quarterly for each of member’s specialties – Workrooms, Interior Designers and Installers
D) Provide educational webinars from our Industry Partners on new products and techniques.

II Strengthen Membership

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

A) Provide communication to expose WCAA to young and second career professionals identifying opportunities within the window coverings industry
B) Provide inclusiveness and support of all professionals of the window coverings industry
C) Implement Virtual Networking events throughout the year where members can meet others and break out into small groups
D) Provide communication and support on member benefits available and where they can be found
E) Provide our Chapters support, leadership training and speaker resources

III Promote Visibility

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

A) Promote visibility to the consumer on the value of working with a WCAA professional
B) Create a client facing website that promotes our members and provides search capabilities by geographic region
C) Provide opportunities for our membership to share their products and services within the industry
D) Identify market segmentation for collaboration
E) 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

A) Maintain an updated WCAA “elevator pitch” for commitment to memory by all members of the Board
B) Provide easy and more visible ways for members to get involved
C) Create a plan and schedule for regular speaking appearances at local Chapters and other meetings to build organizational awareness
D) Provide marketing tools to our members through downloadable documents, webinars and special presentations to Chapters
E) Provide regular communications of member benefits available and where to find them
F) Participate in conferences, markets and events that will promote WCAA and its members
G) Use social media and email platforms to organically promote WCAA and its members
H) Maintain and promote the WCAA website as well as a client facing website promoting our members
I) Build relationships with Influencers in all industry specialties that can promote the value of WCAA

V Strengthen the Organization

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

A) Create a long term financial strategy for the investment account
B) Provide professional development to the Board and staff including training and support
C) Identify and network with similar organizations to explore collaborative possibilities and identify benchmarking opportunities. Research and attend their conferences
D) Routinely monitor fiscal procedures for alignment with federal, state and local policies incorporating best management practices
E) Review National and Chapter bylaws and update when necessary
F) Survey our members each year on their business and educational needs and any touchpoints in our industry and organization
G) Review the Strategic Plan at Board and Committee meetings allowing it to guide the organization for future success
H) Provide an annual 990 to our membership