

Updated by the WAM Board 10/20/11

**WAM Strategic Plan
Fall, 2011 – December 31, 2013**

WAM's Purpose:

(Purpose statements state the reason the organization exists.)

WAM promotes the use and practice of mediation and cooperative conflict resolution processes in Wisconsin.

WAM's Vision Statement:

(Vision statements capture our aspirations and hopes for the future. The statement creates a picture of what we want to see when we complete our work. Our vision is designed to challenge us as we continuously strive to achieve it.)

WAM is Wisconsin's leading source of knowledge and expertise about mediation and cooperative conflict resolution processes. WAM supports and promotes the use of these processes and practices.

WAM's Mission Statement 2011-2013:

(Mission statements convey a clear and compelling overall goal that serves as a focal point of our effort. Our mission should be achievable by the end of three to five years.)

WAM will engage its expanding membership to:

a. increase the public's knowledge and support of mediation and cooperative conflict resolution practices in a variety of venues; and,

b. diversify its membership to include individuals from many ages, cultures, and professions who are interested in mediation and cooperative conflict resolution.

c. increase delivery of resources for the profession of mediation in Wisconsin.

Key Issues for 2011-2013:

1. There is a lack of knowledge about the conflict resolution profession among potential users. The General public doesn't understand what mediation is and how it can be used in a variety of settings. WAM and mediators suffer from low visibility.
2. WAM needs to engage the membership as active members.
3. Mediation opportunities are untapped and underdeveloped.
4. Practitioners are struggling to establish mediation as a profession and a valued service. Entry points to the field are hard to find and to sustain.

WAM Strategic Plan

August, 2011 – Dec. 31, 2013

Summary of Goals

1. Increase awareness about mediation and WAM's services
2. Continue to improve WAM's website
3. Increase member participation in WAM
4. Retain existing membership and increase members by 10% per year
5. Help and support our members to connect with opportunities to use their skills

Objectives and Activities

Goal 1: Increase awareness about mediation and WAM's services

Objectives and Activities	Leaders	Timeline
A. Develop a social media presence for WAM by creating a facebook page and presence in the Linked-In Group	Mike	Completed
B. Develop an advertising strategy for WAM and recommend it to the Board <ol style="list-style-type: none">a. Determine budget neededb. Determine ad policy	Carolyn	12/31/2011
C. Develop a group volunteer opportunity for WAM members <ol style="list-style-type: none">a. Solicit ideas and volunteers in the newsletterb. Arrange a 1 day mediator marathon project	James and Mike	Plan to Board By April, 2012

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Goal 2: Continue to improve WAM's website

Objectives and Activities	Leaders	Timeline
D. Study the feasibility of selling WAM Gear on the Website and make a recommendation to the Board	Mike and Shelly	April 2012
E. Submit articles and videos to post on the WAM website	All Board members	Ongoing
F. Create an interactive question and answer blog to become the responsibility of 1 Board member per month to facilitate.	Carmen	Get back to Board by Feb. 2012
G. Create a place on the WAM Website where members can post a profile	Carmen	Get back to Board by Feb. 2012
H. Investigate whether it is feasible and a part of the current COW budget to update a Facebook page and Linked In presence	Jane	Not feasible. Will be done by membership and Board
I. Write 1, or use article already written that would interest members, article per calendar year to be published on the WAM website.	All Board members	Ongoing. Added to Board Member of the Month responsibilities.

Goal 3: Increase member participation in WAM

Objectives and Activities	Leaders	Timeline
J. List member expertise and willingness to train each other about expertise and willingness to be a mentor	Carmen	Report to the Board March 2012
K. Assess the possibly of bringing back EI and or host multiple ½ day trainings. Market both as ways to achieve practitioner status	Mike, Lisa, Barry, Adolfo Garcia	Report to the Board by March 2012
L. Motivate collaborative events committee to set up trainings with WIPCOD and other groups.	Jane	2/1/2012
M. Divide WI into districts with a volunteer WAM member in each to serve as a contact person for the area. That person could host a social or service activity	Lisa	Report to the Board Jan. 1, 2012
N. Send blast emails to members every month promoting the website	COWS	Monthly – Start Nov. 2011
O. Consider a bi-law change about the nomination and election process for board members and make a recommendation to the Board. (Barry has recommendations to consider.)	Legislative Committee	12/31/2011
P. Track member participation at collaborative events.	COW	Ongoing

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Goal 4: Retain existing membership and increase members by 10% per year.

Objectives and Activities	Leaders	Timeline
Q. Make phone contact with non-renewing members each year	Lisa, Carmen, Shelly, George	Spring of each year
R. Contact other associations about their member's potential interest in WAM	Peggy	Ongoing- Report to Board as have updates
S. Deleted - repetitive		
T. Deleted - repetitive		

Goal 5: Help and support our members to connect with opportunities to use their skills

Objectives and Activities	Leaders	Timeline
U. Post business management information on our website (e.g. link to SBDC)	Lisa	12/1/11
V. Continue to use the Newsletter as an educational tool	Mike & Jane	Ongoing
W. Study – gather information about the state of ADR in Wisconsin (re: underserved geographic areas, underserved areas of practice, underdeveloped opportunities) and provide a report to the Board.	Legislative Committee	Emailed George 10/20/11