



STRATEGIC PRIORITY #1	OBJECTIVES	INDICATORS
	Apply S.M.A.R.T. (SPECIFIC –MEASURABLE – ATTAINABLE –REALISTIC –TIMEBOUND) principles to ideas.	Integrate SMART principles throughout all WISE processes.
	Develop methods for ongoing funding.	Develop a three-year fundraising action plan by 2017-2018.
	Foster partnerships and better respond to community events.	Increase partnerships by 2 per year.
STRATEGIC PRIORITY #2	OBJECTIVES	INDICATORS
	Recruit and retain volunteers.	Provide ongoing volunteer opportunities.
	Establish rewards system for volunteers and board members.	Increase budget allocation for proper volunteer and Board recognition.
	Engage targeted volunteers in WISE initiatives.	Establish a recruitment plan tailored to each volunteer role as it relates to the different committees and opportunities.
	Recruit and retain Board members	Increase Board members by 2 per year.
STRATEGIC PRIORITY #3	OBJECTIVES	INDICATORS
	Facilitate outreach to rural areas.	Determine number of rural areas that we can service based on capacity.
	Encourage and share WISE social media platforms.	Create a comprehensive communications strategy by end of year 2017.
	Build and share WISE experience and message.	
STRATEGIC PRIORITY #4	OBJECTIVES	INDICATORS
	Continuously grow programs by up to 2 per year.	Ensure and oversee that up to two programs are delivered each year.
	Develop core resources for program delivery.	Ensure that we deliver relevant information by establishing an updated management system with a bi-annual update cycle.
	Continue to deliver programs to diversified groups.	Maintain commitment to address needs of diversified groups.

