



WISE ABRIDGED STRATEGIC PLAN 2017-2018

WISE staff and Board members underwent a two-day strategic planning session in November 2016 in order to pinpoint the direction and needs of the organization moving forward. The major issue identified was to obtain more growth and increase visibility.

For each priority, objectives have been established to reach them, and indicators (performance measurement) have been construed to achieve and maintain them.

STRATEGIC PRIORITY #1 - Increase organizational and operational efficiency

WISE now has, for the first time, specific committees to address the different requirements of the organization: Communications, Finance & Fundraising, Human Resources and Volunteer Management, and Program Development. Within each of these committees, and for the entire organization, there is a need to develop detailed and additional procedures that will direct the way in which standard processes are performed.

STRATEGIC PRIORITY #2 - Increase and retain Board members and volunteers

WISE is a 2-staff run organization, and heavily relies on its volunteer base and Board of Directors to help with daily operations and special events. With this

additional amount of assistance provided, WISE would like to formalize an official reward process to honour and thank the volunteers and Board members for their hard work and constant collaboration.

STRATEGIC PRIORITY #3 - Increase WISE visibility

WISE is a small charity that can easily be overrun by other organizations. WISE will be celebrating 25 years in 2017, and in order to grow further under the VAW umbrella, it would need to expand its branding and public awareness measures.

STRATEGIC PRIORITY #4 - Develop and deliver empowering program that help to prevent violence against women

WISE is known for its two core programs: personal safety workshops and community audits. However, in order to respond to the ongoing issue of VAW, WISE has developed new and innovative programs and services that empower and inspire women. It will continue to need to do so, depending on the available resources, and popularity of said programs. Once a program has been established, its progression needs to be monitored in order to determine whether it will be beneficial to offer it again the following year.

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.

