

Wild West Region

Core Service	Goals	How to achieve the goal	What success looks like	Current Success rate	Relates to Strategic Plan
Communication	To enhance our communication efforts with Wild West members.	<ol style="list-style-type: none"> 1. Develop a Communications Standard Operating Procedures (SOP). 2. Social Media - Facebook, Instagram (A minimum of 3-4 posts a week). 3. Newsletter - Quarterly Newsletters sent via email list serve and posted on social media platforms. 4. Share member events and resources on all social media platforms. 5. Develop communication and relationships with institutions and organizations to achieve goals. 	Success looks like a completed Wild West Communications SOP, 156-208 posts on social media platforms, 4 quarterly newsletters, and a maintained website.	In 2020, communication on Facebook has been increased. Due to an old Instagram account that has been inactive and the inability to find someone who has the password, a new Instagram account has been made. A total of 2 quarterly newsletters were released in 2020 with 2 to follow. The website has been maintained but does require renovation. That website work is being done now and should be completed by May 2020 with a June 2020 relaunch.	
Member Networking Events & Activities	To provide support for member networking events and activities.	<ol style="list-style-type: none"> 1. Execute an annual regional workshop. 2. Monthly virtual field trip (30 minutes). 3. Monthly Workshops (free digital webinar). 4. Create a framework document for member Open House Visits. 	Success looks like executing a regional conference that supports itself in addition to making a profit, coordinating the successful delivery of 12 virtual field trips and 12 virtual workshops, and the creation of a framework document for member Open House Visits.	The Wild West Board were planning a regional workshop for June 2020 when COVID-19 unfolded. The Board will be determining if a virtual conference can take shape in the remaining months of 2020. The region has hosted 2 webinars thus far and plans to host an additional 9 webinars in 2020 and a number of virtual field trips to members.	
Membership	To increase membership.	<ol style="list-style-type: none"> 1. Conduct an audit of past and present members to determine gaps in membership to focus recruitment efforts. 2. Create a recruitment plan. 3. Develop a member benefits one pager. 4. On a quarterly basis, each board 	Success looks like the production of the following items: a list of current and past members, a recruitment plan, a member benefits one pager, and a total of 16 meetings with potential members.	Auditing of membership has not been conducted. This work will pick up in the coming months and the goals for 2021 will heavily inform what is to be done in the remaining months of 2020.	
Scholarships	To provide financial support for members attending regional or national workshops.	<ol style="list-style-type: none"> 1. Develop a scholarship process and application. 2. Create a scholarship committee to review, review, and select scholarship candidates and recipients. 3. Award 4 \$200 Regional Workshop 	Success looks like the creation of a scholarship application and process, a selected committee, and a total of \$2000 of workshop scholarship awards to a total of 7 members.	The Wild West Region developed a scholarship process in 2019 and awarded one scholarship. The region hopes to do increase number of scholarships available for 2020 and will determine feasibility upon reviewing the 3rd quarter budget.	
Fundraising	To develop a sustainable fundraising strategy.	<ol style="list-style-type: none"> 1. Host a workshop auction. 2. Host donation based webinars. 3. Sell regional swag at the national and regional workshops. 4. Create a Go Fund Me campaign. 5. Develop List of Private and Corporate 	Success looks like an auction that brings in \$400, \$1200 worth of donations for webinars, a profit of \$50 for sold swag, a draft Go Fund Me campaign that can be launched if needed, and a developed list of Private and Corporate Sponsorships with	Minimal fundraising has been done. We have received \$105 in donations and the board plans on meeting the goals articulated for 2021, although success for 2020 will look different than success in 2021.	

Narrative Report

This year, the Wild West Region has had a drastic change in leadership. For the first time in years, the board is fully filled. We have three new officers: Director, Deputy Director, and Secretary and one returning officer now serving as Treasurer. The board kicked off this year with a planning retreat where the core services articulated above were determined. The Wild West Region continues to offer

Timeline

Budget to be submitted to the AC financial committee chair by April 1
 Core Services evaluation to be submitted to the AC Leadership team by April 1
 BOD receives core services evaluations report, reviews changes to core services and approves budgets at the NIW in April

Definitions

Core Service: Services that are a "Must have". Losing them would have a negative impact for the
Goal: What are you trying to achieve
What success looks like: This should be a measurable objective
Qualitative Measures and narrative: Here is a space to go into some details about success