

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, youtube, and via email. 5. Develop communication and relationships with institutions and organizations to achieve goals. 6. Maintain website. 	Success looks like a completed Wild West Communications SOP, 156 posts on social media platforms, 4 quarterly newsletters, and a maintained website.	2/4 Newsletters were published in FY 20-21. Additionally, the website underwent a successful redesign.	
Member Networking Events & Activities	To provide support for member networking events and activities.	<ol style="list-style-type: none"> 1. Execute a virtual regional symposium or workshop. 2. Free monthly webinars. 	Success looks like executing a regional conference that supports itself in addition to making a profit and coordinating the successful delivery of 12 virtual webinars/workshops.	The Wild West Board has executed 10 webinars and hosted a regional symposium.	
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. Develop a member benefits one pager. 	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.	An audit of membership has not yet been conducted. The one pager is currently being developed.	
Scholarships	To provide financial support for members attending regional or national workshops.	<ol style="list-style-type: none"> 1. Create a scholarship committee to review and select scholarship candidates and recipients. 2. Award \$800 of National Workshop Scholarships. 	Success looks implementing a scholarship application process and the awarding of \$800 in scholarships to the National Workshop.	A scholarship process was developed in FY 20-21 and two scholarship totaling \$434.38 were awarded to members attending the National Workshop.	
Fundraising	To develop a sustainable fundraising strategy.	<ol style="list-style-type: none"> 1. Host donation based webinars. 2. Integrate fundraising into all events and activities 	Success looks like fundraising \$950 in donations annually.	We have received \$285 in donations and the board plans on fundraising more donations before the end of FY 20-21.	

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 opportunities to their membership. We have had the opportunity to host monthly webinars at no costs to our members and plan to implement a number of networking events and activities for our members despite the challenges presented by COVID-19.

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 OU

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 stories, challenges, financial struggles or sustainability for the services offered.