



Advancing WAEYC's Statewide Leadership Our Process for Renewal

Discovery

Understanding Our Customer's Perspective

- WAEYC Customer Survey
- Affiliate Chapter Board Member Survey

Understanding Our Position Relative to Competitors

- SWOT Analysis
- Competition Analysis

Understanding Our Current Capacity

- Individual Leadership Assessment
- Staff Interviews
- Affiliate Chapter President Interviews
- Organizational Capacity Assessment
- Interview with NAEYC representative

Deliberation

Making Our Intentions Clear

- Theory of Action
- Refined Product & Service Offerings

Understanding Our Most Effective Structure

- Graphic of Governance Flow (NAEYC, Board, Affiliate Council, Committees, Staff)
- Preferred WAEYC Organizational Structure
- Draft Board Development Plan
- Staff Interview Report

Increasing our Capacity to Deliver Effective Services

- Communications Audit
- Technology Audit
- Financial Systems Assessment
- Resource Development Strategies and Funder Prospect List
- Summative Organizational Assessment

Decision Making/ Recommendations

Focusing Our Efforts on Creating Value

- Organizational Success Indicators
- Ended/revised/enhanced services
- Proposed Key Alliances

Clarifying Governance Responsibilities

- Revised Committee Structure
- Clarified Affiliate Council Charge
- Revised Organizational Structure
- Revised Position Descriptions

Creating an Organizational Development & Business Plan

- Communications & Marketing Plan
- Technology Plan
- 3-Year Draft Budget