

WOMONSPACE

STRATEGIC PLAN 2005 - 2009

PURPOSE STATEMENT:

Womonspace provides opportunities for lesbians to interact and support each other in a safe environment, and contribute to the broader community.

VISION STATEMENT:

A strong and supportive lesbian presence in the community.

GOAL STATEMENTS:

- Goal 1: Womonspace has a variety of opportunities for its members.**
- Goal 2: Womonspace is a financially viable organization.**
- Goal 3: We have a growing, active and diverse membership.**
- Goal 4: Womonspace models good governing practices.**
- Goal 5: Womonspace is an inclusive organization that promotes collaborations and camaraderie with others.**
- Goal 6: We are a respected and recognized organization within the community.**

Action Planning

Goal 1: Womonspace has a variety of opportunities for its members.

CURRENT/ ONGOING STRATEGIES	ACTIONS FOR 2007/08	WHO
Develop and distribute a bimonthly newsletter	Action 2007/08 <ul style="list-style-type: none"> - develop and distribute a electronic newsletter to the members - evaluate the effectiveness of the electronic newsletter after 3 editions - determine how best to deal with newsletter design (ie permanent contract or volunteer) - Solicit more submissions from memberships (more one on one) 	Co-editors Co-editors
Participation in Pride Week	Action 2007/08 <ul style="list-style-type: none"> - Host Pride Week events <ul style="list-style-type: none"> o Determine what we will host (dance, float, booth at Churchill Square, Concert prior to dance) - Establish a Pride Week committee <ul style="list-style-type: none"> o Recruit a chair and volunteers 	Activities Director
Support various community endeavours	Action 2007/08 <ul style="list-style-type: none"> - Support Camp Firefly (sponsor youth, attend fundraising event) - Board members attend Pride Center open houses - Partner with Prism to host Spring Coffee House and games night - Promote the greater community events on our Website, newsletter, etc - Promote Prism Bar on our Phone line - Continue to work with EVM (men's and women's choir) 	Board

Provide a discount admissions for members to our events	Action 2007/08 <ul style="list-style-type: none"> - Continue to promote and practice - Review current admission fees for events 	
Provide office space to be a point of contact	Action 2007/08 <ul style="list-style-type: none"> - Organize and clean office space - Establish office hours and volunteer schedule - Recruit office volunteers - Determine what services or products that we would offer or promote 	Vice President Board decision
Host various events – dances, coffee house, golf tournament, fairs, pool tournament, games night	Action 2007/08 Dances <ul style="list-style-type: none"> - 6 – 8 per year - Advertising – website, newsletters, posters, phone line, - More volunteers - Improve relations with the hall - Establishing a dance sub committee Christmas Dinner <ul style="list-style-type: none"> - Establish a sub – committee - Board needs to establish the budget - Promote and advertise new cater - Promotion of event website, newsletter, poster Golf Tournament <ul style="list-style-type: none"> - Establish Sub committee - Review location of golf tournament 	Activity Director Activity Director Volunteer Director President President Activity Director Treasurer/VP Board Golf Tournament Sub Committee

	Host workshops/clinics or activities as volunteers identify to <ul style="list-style-type: none"> - coordinate 	Sub committee Subcommittee Board decides on budget and fee range
Distribute and send out information on community events	Action Plan 2007/08 <ul style="list-style-type: none"> - continue e-mail distribution list - Provide regular website updates (web mistress) - 	Newsletter Co editors Newsletter designer Web mistress
Establish and Post Yearly Calendar of Events	Action Plan 2007/08 <ul style="list-style-type: none"> - Establish a Yearly Calendar of Events <ul style="list-style-type: none"> • Set it in September - Post website, newsletter 	

Goal 2: Womonspace is a financially viable organization.

CURRENT/ ONGOING STRATEGIES	ACTION FOR 2007/08	WHO
Develop a relationship with ERBA on potential sponsors	Action Plan 2007/08 <ul style="list-style-type: none"> - Attend one of their meetings representing Womonspace - Network and connect with them and potential sponsors 	Marketing Director and assistant
Host Silent Auction	Action Plan 2007/08 <ul style="list-style-type: none"> - establish a sub committee to organize - host in conjunction with a dance - 	Marketing Director
Sell membership	Action Plan 2007/08 <ul style="list-style-type: none"> - Distribute the marketing brochure 	Membership Director

	<ul style="list-style-type: none"> - Membership on line - Develop a membership drive and volunteer strategy <ul style="list-style-type: none"> • Education or awareness of the organization - Board members identify themselves at events 	Membership and Volunteer director
Advertisements in the Newsletter	<p>Action Plan 2007/08</p> <ul style="list-style-type: none"> - Pursue new advertisements for the newsletter - Identify potential businesses to contact - Compile a template for others to send to potential businesses (template for discount coupons) (template includes womonspace logo) for tracking 	Marketing Director
Develop the budget	<p>Actions for 2007/08</p> <p>Develop budgets for upcoming year</p> <ul style="list-style-type: none"> - All committee chairs/directors by December 15th - Treasurer – determines administration needs for budget, develop draft budget for board - Board review and approved budget in February 	Treasurer coordinates

Goal 3: We have a growing, active and diverse membership.

CURRENT/ ONGOING STRATEGIES	ACTIONS FOR 2007/08	WHO
Offer incentives to new members	Actions for 2007/08 <ul style="list-style-type: none"> - Confirm discount with Roxy - Connect with ERBA members for discounts for our members 	Marketing Director
Membership promotion	Action Plan 2007/08 <ul style="list-style-type: none"> - Continue membership form in newsletter - Determine if we are going to develop a new membership pamphlet - Mail out reminder letters to existing members 	Membership Director
Membership drive	Action Plan 2007/08 <ul style="list-style-type: none"> - Look at changing the time for the drive - 	
Promote Membership benefits	Action Plan 2007/08 <ul style="list-style-type: none"> - advertise and promote the in tangibles (safe environment, network, socialize, etc) - identify and develop a list of benefits for the members, boards, volunteer - Promote benefits 	

NEW OR POTENTIAL STRATEGIES	ACTIONS FOR 2007/08	WHO
Explore how to involve and engage youth and younger women in the organization	<ul style="list-style-type: none"> - how to involve youth - look at having a youth position on the board 	Board

Explore how to involve the older generation	- Coffee house - Talk to any existing groups	
Recruit members to participate on committees	- Volunteer Incentives - Members free to the dance if you volunteer - Free membership to Roost for core volunteers, board members platinum membership	

Goal 4: Womonspace models good governing practices.

CURRENT/ ONGOING STRATEGIES	ACTIONS FOR 2007/08	WHO
Engaged in Strategic Planning Process	Action Plan 2007/08 - Review the plan at October Board meeting - Present Plan at AGM - Host annual planning event in September - Review plan at November Board meeting with new board - Host Board orientation session	Board President
Have monthly Board meetings	Action Plan 2007/08 - set up schedule of meetings - revise agenda template to include board governance and operations	
Host AGM	Action Plan 2007/08 Notification to Membership - Notice in the Newsletter Develop Agenda package Host AGM in conjunction with Dance	Co editors President

Expand our e-mail policy/protocol	Action Plan 2007/08 <ul style="list-style-type: none"> - protocol to include, confidentiality, action decision or information only, communication, etc - Board approve 	Newsletter co editor
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NEW OR POTENTIAL STRATEGIES	ACTIONS FOR 2007/08	WHO
Develop Polices	<ul style="list-style-type: none"> - Continue to review and update, and adopt new policies 	President
Improve Board Governance	<ul style="list-style-type: none"> - Look at potential Board development session on Roles and Responsibilities in January - Explore assistance for Activity Director and Marketing Director (develop roles for them, they report to the respectful director) 	Board Board

Goal 5: Womonspace is an inclusive organization that promotes collaborations and camaraderie with others.

CURRENT/ ONGOING STRATEGIES	ACTIONS FOR 2007/08	WHO
Invite Vendors to attend Womonspace functions	Action Plan 2007/08 <ul style="list-style-type: none"> - Continue to have vendors at dances 	Activity Director
Partner with other organizations to host events	Action Plan 2007/08 <ul style="list-style-type: none"> - Prism - Partnership with EVM - Pride Center for office space - Roost - ERBA 	
Utilize an expanded distribution network for the newsletter	Action Plan 2007/08 Distribute to expanded network	Membership Director

	<ul style="list-style-type: none"> - Grant MacEwan - U of A - Greenwoods Bookstore - Earths General Store - Audreys - B&D Emporium - Roost - Prism - Woody's - Pride Center - Planned Parenthood - Roxy Theatre • Keep current distribution list of locations and #'s 	Membership Director
Media Advertising and promotion	Action Plan 2007/08 <ul style="list-style-type: none"> - Identify and develop a list of advertise - Annual update 	Membership Director
Incorporate an exchange of services within the newsletter	Action Plan 2007/08 - continue to provide exchange of services	

NEW OR POTENTIAL STRATEGIES	ACTIONS FOR 2007/08	WHO
Support Community Charities	Action Plan 2007/08 <ul style="list-style-type: none"> - Examine requests as they come in 	Board

Goal 6: We are a respected and recognized organization within the community.

CURRENT/ ONGOING STRATEGIES	ACTIONS FOR 2007/08	WHO
Encourage businesses to contribute and be recognized at functions	Action Plan 2007/08 <ul style="list-style-type: none"> - Continue to recognize sponsors and business when appropriate - Thank you cards sponsors - Christmas Cards to advertisers 	Event organizers
Be a strong organization	- Action Plan 2007/08 <ul style="list-style-type: none"> - Post agenda and minutes on the website - Calendar of Events on Website and newsletters - Keep organization distribution list up to date - E-mail updates on community events 	

NEW OR POTENTIAL STRATEGIES	ACTIONS FOR 2007/08	WHO
Create an Organization Position Paper	<ul style="list-style-type: none"> - Determine the organizations position on many of the issues that surround the community <ul style="list-style-type: none"> o have a facilitated discussions (Anne) - Develop Position Statements or Belief statements for the organization 	President

