



WCCAA 2017 Committee Accomplishments

Board Development

- At the November board meeting the Past President Position Description Policy was approved.
- The scholarship committee has reworked the scholarship form and has it posted on the WCCAA website along with the rubric.
- A policy has been written for Board Director Accountability and approved.
- All of the policies have been reviewed and either revised or have stayed the same with a vote from the board.
- We currently are doing advertising to our members and receiving a small amount of money from this. We will have a policy ready for the Board to vote on at the January meeting.
- While the policies were gone over one by one the by-laws have been left for this coming year. We know that there will be a few questions we will need to look into.

Advocacy

- Worked with Joint Finance Committee members to introduce a proposal to increase the Shares Subsidy payment. Unsuccessful in our proposed request.
- Meet with various key legislators, Rep. Kitchens the DCF committee Chair and DPI department head Tony Evers.
- Met with members of DCF concerning the EBT card and our concerns in how the program implementation has been going. No action resulted.
- Drafted 2 position papers.
- In January 2017, conducted an advocacy training to members and supported a "day at the Capitol" to meet with Legislators.

Finance

- Fiscal management and accountability is accurate and transparent. The budget process for 2018 involved all committee chairs and was presented at the board meeting in September.
- Potential for more educational and care opportunities through grants for WCCAA was sought but no grants presented themselves as a doable project for WCCAA.
- Securing the best possible contracts to carry out WCCAA's mission and vision.

Executive

- Began monthly conference calls between WCCAA's Management Firm – TEAM and the WCCAA Executive Committee to discuss dashboards, marketing and membership, and any other topics as needed.
- Examined board operations and cost saving strategies:
 - a. Reduced meetings from six to five per calendar year
 - b. Altered two of the five meetings to be one day only meetings
 - c. Two of the five meetings were held in a central location to reduce travel cost

Professional Development

- GoToWebinar was set-up as the online platform to host webinars.
- A system was developed to collect the necessary information from presenters to submit trainings for approval through The Registry.
- TEAM representatives collect registrations and distribute technical instructions to participants via online access.
- TEAM representatives facilitated live webinars and added recordings of webinars to the WCCAA website for member use.
- The first monthly webinar was conducted in October 2017.
- A feedback survey was developed and utilized to collect data after each webinar presentation.
- A list of known trainers was started, and potential new trainers will continue to be added in the future.
- Monthly live webinars will be conducted a minimum of 1x/month, free for WCCAA members, and for a cost to not-yet-members.

Marketing & Membership

- Created online survey to go out to all past members who have not renewed to find out why. Survey will go out in early 2018, had some delays due to databases not being compatible.
- Website completely re-designed and re-organized with a new, cleaner, fresher look. Combined some areas and re-organized others. Results are the website is much more user friendly, easier to find information and more relevant.
- Membership:
 - a. Offered a 50% discount on one-year membership to all Administrative Credential Graduates – created and distributed to Grads in Spring 2017
 - b. Contacted DCF/Licensing to see if they would distribute/communicate membership information for WCCAA to all new licensees and to renewals – they denied our request.
 - c. Created new letters:
 - i. Welcome and thank renewing members
 - ii. Welcome new members
 - iii. Contacting non-renewed
 - d. Continued to attend any worthwhile state conferences and have marketing materials available and some kind of drawing or offer to track success. Attended six conferences.

- e. Created Ambassador Program and provided each region with packets that included:
 - i. Letter
 - ii. Conference Save-the-Date
 - iii. Recruiting Tips
 - iv. Membership Form
 - v. Membership Recruiting Ideas
 - vi. Marketing Flyer

Conference

- Planned a conference - Secured location, secured keynotes, secured workshops, streamlined conference schedule, streamlined/developed “my conference” schedule
- Streamlined procedures - Budget specifically for conference, attendee conference schedules, brochure, vendors, silent auction