

FWIO Strategic Plan

MISSION STATEMENT:

An organization for personal development and community action.

Values:

- Women make a key contribution to strengthening families, homes and communities.
- The strength of the organization is in its grassroots members.
- The well-being of the community is rooted in local leadership.

Background:

Future planning for the Women's Institutes of Ontario was under discussion at the provincial level throughout the early 1980s, culminating in widespread changes to the Constitution, and the publication of a revised Constitution and Handbook in 1987, on the 90th anniversary of the organization.

1987 - Development of a Strategic Plan began in November, 1987, when the FWIO Executive, with Lera Ryan, Rural Organizations & Services Specialist as Facilitator, examined the Strategic Planning Model and looked at long and short-term goals.

1988 - A questionnaire was designed to gather information from the membership through local Branches.

1989 - The Executive re-worded the Mission statement, conducted a Strategic Analysis, and identified threats and opportunities, as well as strengths and weaknesses of the organization.

1990 - The Strategic Analysis was discussed with the Provincial Board.

1991 - The Provincial President presented the Strategic Plan to the membership at Area Conventions.

1992 - Implementation began under the following plan:

Strategic Direction No. 1- Communications

Strategic Actions:

- Launch Home & Country as a Women's Institute publication to the membership in September, 1992.
- Produce and distribute videos to Branches early in 1993 to update the members on the structure, scope and vision of their organization.
- President to attend each of the 14 Area Conventions.
- Distribute the Tweedsmuir History Manual to all Tweedsmuir Curators.
- Produce and distribute a Resolutions Manual for all Resolutions Convenors.
- Distribute the revised Handbook to be printed for all members.
- Circulate the President's written communications to all Branches.
- Board Directors to make annual presentations at District Board Meetings.
- Board Directors to make annual presentations at Sub-division Meetings and Area Conventions.
- Board Directors to establish a working relationship with their local media, and deliver the Public Relations Officer's press release to their local media after Board Meetings.

Strategic Direction No. 2 - Increase Community Awareness of the WI

Strategic Actions:

- Place Home & Country publication in public libraries, professional offices and government offices.
- Circulate press releases on current actions to newspapers, radio and television; the release to be supplied by the PRO at each Board meeting.

- Present a yearly review in booklet form to government representatives.
- Offer life skills development courses open to all people in the community.
- Make Tweedsmuir Histories available to researchers.
- Encourage and involve community participation to influence change to resolve community needs.
- Provide information and promotional materials for public events.
- Provide funding through scholarships to young adults in the community.
- Organize new Branches designed to meet local needs.
- Attract new members to existing Branches, through addressing the concerns of the changing family and community.
- Encourage present members to use their leadership skills to promote personal growth and community action.
- Provide an honours system for members.

Strategic Direction No. 3 - Plan and Deliver Provincial Leadership Development Workshops

1989 - "Visions for Volunteers"

1990 - "Forms, Facts and Figures" for Secretary-Treasurers

1991 - "May I Present" for Program Coordinators and Public Relations Officers

1993 - "Call to Order" for Presidents and Vice Presidents

1995 - Workshops for Our Newest Members

continued on page 7