

# WINC STRATEGIC PLAN

## TRACKING DOCUMENT STRATEGIC PLAN 2018-20

<p><b>CORE FOCUS</b></p>	<p><b>Mission:</b> To provide wildlife rehabilitation to Wisconsin wildlife with the intent to release back to the native habitat, conduct research designed to further the positive impact of rehabilitation, and provide quality community programs and services.</p> <p><b>Vision:</b> Advance the well-being of wildlife through rehabilitation and education</p> <p><b>Tag Line:</b> Connecting people and wildlife through rehabilitation, education and research since 1994</p> <p><b>Values:</b> Teamwork, Compassion, Respect, Quality Care, Expertise</p>	<p><b>2018 FIRST QUARTER ACTION STEPS</b></p>
<p><b>MISSION CRITICAL INITIATIVES</b></p>	<ol style="list-style-type: none"> <li>1. Develop and expand human talent pool of staff, Board, and volunteers</li> <li>2. Secure financial stability</li> <li>3. Expand community awareness and educational programming and professional training, onsite, off site, and online</li> <li>4. Advance animal medical care.</li> </ol>	<p><b>Measurables:</b></p> <ol style="list-style-type: none"> <li>1. Approve strategic plan and assign monitoring, evaluating and setting quarterly goals. Assigned: Executive Committee/Board</li> <li>2. Discuss and approve best committee structure to meet strategic goals. Committee commissions created. Assigned: Executive Committee/Board</li> <li>3. Discuss term limits and identify succession planning Assigned: Executive Committee/Board</li> <li>4. Create Social Media Committee Assigned: Chair Tom DeMers/Board</li> <li>5. Identify and approve resources required to expand education and training using technology Assigned: Development Committee/Board</li> <li>6. Fundraising: Development Assistant hired, planned giving outreach begins; corporate sponsorship materials created and Corporate co-chairs identified and recruited; social media campaign for members planned and carried out Assigned: Kim Banach, Board President/Board</li> <li>7. Partnership with UWM/Opportunities explored Assigned: Harry Muir/Wayne Grandy</li> <li>8. Planning begun to build chimney for chimney swift release. Assigned: Mandy/Maintenance Committee</li> <li>9. Provide plan to begin paid summer internship program Assigned: Mandy and Heather Merewood</li> </ol>
<p><b>3-YEAR TARGET</b></p>	<p>WINC is fully staffed at market rate compensation and supported by well-trained volunteers. WINC will have a healthy board and committee structure. WINC will be well known in the community and more people will peacefully co-exist with wildlife. WINC will have advanced animal medical care WINC will have and utilize technology for maximum mission impact. WINC will be engaged in research through partnerships and collaboration. WINC will have an established and recurring financial strategy..</p>	
<p><b>MARKETING STRATEGY</b></p>	<p><b>Programs:</b> Education, Research, Animal Rehabilitation</p> <p><b>Target Service Area:</b> Waukesha, Washington Dodge and Jefferson Counties</p> <p><b>Partners:</b> Lad Lake, University of Wisconsin, WCTC, Waukesha County Schools, local law enforcement, municipalities, cities, counties</p> <p><b>Profit:</b> Increase working capital by 2% per year</p> <p><b>History:</b> Rehabilitating and releasing wildlife since 1994</p>	
<p><b>ONE YEAR INITIATIVES</b></p>	<ol style="list-style-type: none"> <li>1. <b>Staff:</b> Comparative compensation carried out. Staff structure reviewed and expansion of talent identified to address expanded educational programming with dollars required.</li> <li>2. <b>Board Leadership:</b> Board reviews current corporate structure and identifies process for recruitment and grooming of leadership for Board and Committees</li> <li>3. <b>Animal Medical Care:</b> Develop duck fostering, chimney swift release, paid internships</li> <li>4. <b>Technology</b> Task Force identifies needs and implementation plan with funds required.</li> <li>5. <b>Research:</b> Partner recruited UW PhD Dissertation, project identified; funds secured</li> <li>6. <b>Fundraising:</b> Development staffed, membership increases; planned gifts promoted;</li> <li>7. <b>Education:</b> Incorporate Next Generation Science standards into education program.</li> </ol>	