## Strategic Plan 2023-2025

### Goal One

**Establish a governance structure for NWA that enables stakeholders to fully exercise their legal and ethical duties.**

#### COMMITTEE STRUCTURE

Create clarity regarding committee types (board/governance vs. organizational/administrative committees)

- Establish a purpose and structure for each committee with a charter and method(s) of accountability.
- Create schedule for committee meetings and establish accountability workflow and reporting between meetings.

#### ROLES and RESPONSIBILITIES

Ensure the board, staff, and other volunteers have established roles and responsibilities with documentation, to include job descriptions for all (including board members and officers), annual service letters of agreement, conflicts of interest disclosures, expectations for performance, etc.

### Goal Two

**Make pathway of involvement for members intuitive and explicit both internally and externally.**

#### DEFINE EFFECTIVE ENGAGEMENT

Through surveys, interviews, and focus groups in the next year, develop an organizational definition of ideal engagement with membership.

#### INFORM and INSPIRE MEMBERS

Create an internal marketing list of tangible resources and benefits for members to access easily, to be shared on both the website and in the NWA Community.

#### ASSESS and IMPROVE ENGAGEMENT

Following research of current membership, opportunities, sponsors, and board, identify and develop new ways for members to engage beyond current offerings, including mutually beneficial partnerships.

- Reduce barriers
- Identify opportunities outside of Member Groups for engagement

### Goal Three

**Ensure short and long-term financial health and organization sustainability through flexibility that enables innovation.**

#### EXAMINE REVENUE SOURCES

Commit to research membership, annual meeting, and professional development opportunities for long-term investment strategies, keeping in mind barriers that can be created by short-term gains.

- Evaluate membership, annual meeting, and professional development trends and the impact on revenue and financial reserves.
- Identify sponsorship and underwriting opportunities for the annual meeting and other services.
- Explore diversification of income streams.

#### PROJECT CASH FLOW

- Create a graphical tool to allow the board to visualize cash flow situations that are normal, threats, or opportunities.
- Explore the need, feasibility, and use of a flex/innovation fund

### Goal Four

**Ensure that we cultivate representation, inclusion, and equity in a reciprocal process of reflection, feedback, and evolution.**

#### EVALUATE AND EXPAND REPRESENTATION

- Research the pathways into and criteria for NWA leadership positions. Identify barriers and provide both tactical and strategic recommendations for improvements to policies and common practices to increase representation, inclusion, and equity in the NWA.
- Expand leadership and membership intentionally across race, gender, weather field professional specialty, age, LGBTQIA2S+, and other identities and groups as identified.

#### BUILD AND SUSTAIN AN INCLUSIVE, HEALTHY, AND RESILIENT CULTURE

1. Foster a welcoming environment and culture by re-energizing and empowering the Diversity Committee to pursue recommendations found in our evaluation efforts. Efforts should include:
   - Expand on local chapter and university partnerships, intentionally building relationships with MSIs and other underrepresented groups
   - Educate members by creating learning and discussion opportunities on topics related to diversity, equity, inclusion, and representation in our fields.

2. Explore ways to ensure the essential elements of healthy organization cultures are robust within the NWA: Purpose, Ownership, Community, Effective Communication, and Collaborative Leadership.

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At the National Weather Association, we believe meteorologists, professionals in other related fields, students and enthusiasts can come together for lively, cutting-edge professional development, networking and social awareness opportunities that will not only inform the profession but expand knowledge and understanding of a field that affects all human beings and stewardship of the planet. Our purpose is to gather a diverse community dedicated to the work of weather forecasting. The NWA offers our members a unique perspective in an environment that fosters conversation, community and engagement. We are committed to our members and their own professional and personal endeavors, and we care about the growth of our industry, our careers and our peers.

Most importantly, the National Weather Association believes in you.