How do we ensure a sustainable future for SWG?

			MEASURABLES/INDICATORS		
Strategy	**Goal**	Year 1	Year 2	Year 3	Year 4
1 Diversify revenue sources.	Revenue generation and diversification. Able to capitalize and respond to opportunities and adapt to changes in the environment. Increased autonomy of foundation.	Development of funding, increasing revenue, developing policies.	Diversified and increased unrestricted revenue.		
2 Board governance, processes, practices, and procedures support a strong Board.	The role of the board as an asset is maximized.	Continue to refine orientation process. Assess the expectations of Board members. Assess the role of Board committees i.e. Communications and nominations committee.	More engaged and committed Board members.		
3 Increase writers' engagement with the SWG programming.	Maintain, retain and grow membership.	Create a steady and engaged membership.	Increased membership. Increases in program attendance. Board members feel more confident to recruit board members.		
4 Foster a cohesive and constructive relationship between board, executive director and/or designate.	Smooth operations and governance.	A robust ED review and hiring process is developed.	Active and engaged communication between board and ED.		

How does the SWG stay relevant?

			MEASURABLES/INDICATORS		
Strategy	**Goal**	Year 1	Year 2	Year 3	Year 4
1 Explore and assess SWG as a diverse, inclusive and accessible organization.	SWG's diversity, inclusion and accessibility capacity is maximized. The SWG values and embeds diverse perspectives in decisions and actions.	Explore what the organization currently collects in reference to diversity, inclusion and accessibility. SWG continues to be clear about its commitment to reconciliation through the TRC.	Revisit current definitions for the terms "diverse, inclusive and accessible" relevance and updating. Ongoing professional development in regards to IDEA for board and staff.	Identify barriers to access and explore resolutions.	
2 Maximize positive presence of the SWG.	Increased engagement with SWG programming. Continue to be seen as a leader in the community. The use of technology for the benefit of SWG to achieve its strategic direction is maximized.	Maintain awareness of AI and the impact on SWG. Continue to know and understand evolving technology			