

# How do we ensure a sustainable future for SWG?

## MEASURABLES/INDICATORS

Strategy	Goal	Year 1	Year 2	Year 3	Year 4
<p><b>1</b> Assess the value of the Foundation as an asset for SWG</p>	<p>Contributed revenue differentiated and growing</p> <p>Be able to capitalize and respond to opportunities and adapt to changes in the environment</p>	<p>Decide on the Foundation's operating agenda</p> <p>New Board members recruited</p>	<p>Donor prospect list (at least 25?) established</p> <p>"Ask process" established (2 per month?)</p>	<p>Explore other funding opportunities</p>	<p>Increased revenue (Foundation generates recurrent revenue @ 100K a year by year four)</p> <p>Diversified funding explored further</p>
<p><b>2</b> Current Board governance, processes, practices, and procedures support a strong Board</p>	<p>Role of the Board as an asset to the organization is maximized</p>	<p>SWG orientation process for new Board members is refined and clear</p> <p>Board members are familiar with the staff, policies, and operational history of the SWG</p> <p>Board succession plan exists</p> <p>Improve the Board recruitment process</p> <p>Develop a consistent process for identifying and onboarding qualified, interested Board members routinely</p> <p>Board role in public relations clarified and plan in place i.e.</p> <ul style="list-style-type: none"> <li>-SWG Board identifies groups, events, and opportunities for promotion of SWG</li> <li>-Board members participate in at least one SWG event each quarter</li> <li>-Define a consistent process for the distribution of accurate current information</li> </ul>	<p>Board turnover reduced</p> <p>Committed Board members</p> <p>Explore the role of Board members in contributing to public relations, outreach and new member recruitment</p>	<p>A strong pool of potential, diverse and interested Board members</p>	
<p><b>3</b> Assess current SWG programming for reach and range</p>	<p>The reach and range of current SWG programming is as geographically accessible as possible</p>	<p>Increase in writers engaging with our events</p>	<p>Increase in membership</p> <p>Increase in writers engaging with our events</p> <p>Greater public awareness of SWG activities, mandate and mission</p>		
<p><b>4</b> Continued attention to what makes a healthy workplace</p>	<p>Ongoing healthy work environment</p>	<p>Fun and supportive environment</p> <p>Engaged staff</p> <p>Retention of staff</p> <p>Competitive wages</p>			

# How does the SWG stay relevant?

## MEASURABLES/INDICATORS

Strategy	Goal	Year 1	Year 2	Year 3	Year 4
<p><b>1</b> Explore and assess SWG as a diverse, inclusive and accessible organization</p>	<p>Diversity, inclusion and accessibility capacity is maximized</p> <p>Increased capacity in SWG and arts sector</p>	<p>Attain the current organizational data related to diversity, inclusion and accessibility, and identify any other desired data</p> <p>“Diverse, inclusive and accessible” terms are defined and understood in the context of SWG</p> <p>SWG is clear about its commitment to reconciliation through the TRC</p>	<p>Who we are and who we serve is defined and clear</p> <p>There is ongoing professional development in the areas of diversity, inclusion and accessibility</p> <p>A clear Membership Strategy is developed and understood across the organization, and includes an implementation plan for different roles within the organization</p>	<p>Organizational documentation is aligned with any changes/additions</p> <p>Explore new partnerships</p> <p>Maximize partnerships</p>	<p>Maximize partnerships</p>
<p><b>2</b> Ensure an effective Brand Strategy in place</p>	<p>Maximize positive presence and appreciation of the SWG Brand</p>	<p>Evaluate current approaches, plans, etc. for effectiveness</p>	<p>Explore options</p>	<p>SWG has a more well-defined public brand</p> <p>SWG appears more frequently in the media</p>	
<p><b>3</b> Use technology to enhance the organization's ability to deliver on its mission</p>	<p>Be effective through technology to deliver programs and services - stay updated</p>	<p>Evaluate evolving technology</p>	<p>Build in technology as desired/needed/able</p>		