

WORD STRATEGIC PLAN

2005 - 2008

VISION:

WORD is a feminist organization. We envision a socially just world where each person is valued and all are empowered to fulfill their potential. For us, Feminism is the conscious, collective development of the socio-economic, cultural and political conditions that ensure equality, independence and full participation for **all** women. We believe that these conditions are indispensable to the health and sustainability of families, communities and of society as a whole.

MISSION:

WORD creates opportunities, programs and policies that inspire and support women's development, leadership and choice for the benefit of our entire community.

VALUES:

As a feminist organization, WORD is committed to modeling and actively promoting ways of working that:

- Value and celebrate women's experiences and contributions.
- Respect individual dignity and honor diversity
- Ensure accessibility for those with the least access to resources, value and power.
- Are holistic, client-centered and strengths-based
- Encourage creativity, community and openness to change

ORGANIZATIONAL AIMS:

On the basis of the organizational review completed in 2005 WORD as an organization aims to:

1. To become identified as a center in Missoula that resources women to fully develop their potential by actively participating in improving their lives.
2. To raise the profile of WORD in Missoula with a view to increasing our community's awareness of and support for our Mission and Programs.
3. To increase WORD's access to undesignated funds in order to balance and expand our budget and to develop long-term sustainability.
4. To maintain and develop WORD's working relationships with relevant organizational networks in order to increase recognition of and action on women's issues and concerns.
5. To develop WORD as a feminist organization by establishing an internal culture and finding a home that embodies and models our feminist values and ways of working.

STRATEGIC GOALS:

In working towards these overall aims WORD has set itself twenty goals to achieve over the period of 2005-2008. Each of the goals is related to an organizational aim.

In relation to Organizational Aim One, WORD will work to:

1. Integrate, unify and ultimately, to house all WORD's programs in one visible and recognized location.
2. Incorporate a social change model, based on the development of women's collective consciousness and action through education and training, into WORD's programs.
3. Develop at least one accredited skills-based training program that both responds to the needs of women in Missoula and increases women's access to socio-economic resources and independence.
4. Gather up-to-date information on the circumstances and concerns of women in Missoula, in all their diversity, with a view to identifying key target groups and their priority issues and designing programs and policies that are responsive, relevant, inclusive and effective.
5. Research and create a plan for the development of revenue generating programs for WORD.

In relation to Organizational Aim Two, WORD will work to:

1. Professionalize WORD's Public Relations.
2. Communicate a consistent and whole organizational identity to the community.
3. Increase WORD's visibility in the community.
4. Build understanding and support for WORD's programs.

In relation to Organizational Aim Three, WORD will work to:

1. Professionalize WORD's Fund-raising.
2. Diversify and expand WORD's Funding Base.
3. Actively pursue securing the long term financial sustainability of WORD.
4. Increase WORD's access to use of Non-Financial Resources to maximize our effectiveness as an organization.

In relation to Organizational Aim Four, WORD will work to:

1. Identify an agenda for policy change of identified issues of priority concern to women.
2. Generate strategies in collaboration with Montana Women's Vote to achieve change on at least two of these issues.

In relation to Organizational Aim Five, WORD will work to:

1. Consolidate a strong, unified identity within WORD.
2. Create modern, efficient and organization-wide systems of communication and documentation. All staff will be trained in the use of email.
3. Establish structures for the creation and support of an internal culture which embodies WORD's feminist values.
4. Develop a strong, active and visionary Board of Directors for WORD.
5. Relocate WORD to a more suitable building as soon as possible and develop a plan to acquire ownership for WORD of its own facility.