



Manual of Operations

Title: Multi-Year Plan	Number: MO-01-09
Source: WGHA Board	
Approved By: WGHA Board	Date Approved: March 2016 Date Last Reviewed: February 2024

A primary responsibility of the WGHA Board is to ensure the future success of the association. WGHA has defined organizational purpose (Mission, Vision and Values), goals, and direction so that all involved in the organization's governance will move forward together. To effectively lead the organization into the future, the Board develops a detailed multi-year strategic plan that spans 3-5 years.

The Multi Year Strategic Plan

A multi-year strategic plan helps the Board stay focused and provides a foundation that can be amended as the Board's needs change. This plan can serve as the basis for annual planning but also provides a shared direction from which to begin—and to formulate a direction in which to continue.

When developing a plan for the WGHA, the Board will assess the WGHA's position in its geographic area or market:

- Who are the WGHA's key stakeholders
- What are the programs, services, needs and expectations?
- How well does WGHA meet potential customers' needs? and
- What is the opportunity for growth and or partnering?

The answers to these questions should be determined and then followed up with statements or projections of the WGHA's status at the end of the time period covered by the strategic plan.

Generally, strategic plans cover a three- to five-year period. Once the strategic plan is formulated, it should be submitted to the WGHA Board for approval. Once accepted, the strategic plan is publicized to all those involved in WGHA governance as well as the WGHA's members.

Keep in mind that a strategic plan, like a budget, is a guideline that the chapter should strive toward achieving. It should remain flexible and allow for modification as needed

The WGHA Multi Year Strategic plan will include:

- WGHA Vision or Mission Statement and values
- Current goals, objectives, and strategies.



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- **Assessment of the current status and capabilities of the WGHA:** Identify and list internal strengths and weaknesses, external opportunities and threats, achievements of past year.
- **Evaluation of resources:** Examination of the infrastructure of the WGHA as well as the finances and other resources needed to accomplish the WGHA's goals.
- **Action plan:** Define action plans and implement them.
- **Measurement standards:** Determine how the success of each year's activities will be monitored and ultimately measured at the end of year.