

SARAH LANGE

ATTACHMENT B

WCPA: RETREAT GOALS

October 30, 2021

We identified these as steps we need to take to move from where we are toward the fulfillment of our vision:

- Advisory board for programming (5)
(note -- committees and advisory board to serve as on/off ramps to board)
- Broadside (physical piece with poetry – pair poetry with art, e.g., ArtsReach, Sculpture in the Park, etc.) (5)
- Expand what we already do (e.g., Signature events/offerings) but expand outreach into new groups/people and expanded geography (5) – ex: traveling poetry show More projects like the Rain Poems (4)
- Monthly board meetings
- Revise the by-laws (3)
- Manager/staff position – someone to coordinate, facilitate (need admin support, especially with mailings, website, etc.) (3)
- Board training/handbook/recruitment/onboarding process (3)
- Board members contribute to work through committees (3)
- Focus on youth recruitment/outreach (3)
- We need to widen our understanding of what poetry can be – poetry is everywhere, we need to reveal it (3)
- Fundraising (beyond dues) – annual appeal, grants (3)
- Strong digital presence – increase communications and social media (3)
- More workshops for more people (2)
- Connect to universities (2)
- Make sure we FOLLOW THROUGH
- Focus on BIPOC recruitment/outreach

We collapsed these goals into three categories -- these are the areas in which we will focus over the next year. Ad hoc Committees will meet between now and the annual meeting to create Year One work plans for each area.

INFRASTRUCTURE (Rodger, Elizabeth, Robert S., Therese)

- Advisory Board (5)
- By-laws (3)
- Committees (3)
- Board training (3)
- Fundraising (3)
- Digital presence (3)
- Questions that we will filter all decisions through

PROGRAMMING (Susan, Linda, Sam, Joe)

- Building a framework/handbook for programming (guidebook, rulebook)
- Broadsiding (5)
- More projects like Rain Poems (4)

EXPANSION OF CURRENT ACTIVITIES (Walter, Kate)

- Expanding outreach/recruitment inclusion of others – particularly as it relates to diversity (in all senses of the word), youth (under 35) and geography (5)

Note: we ended up charging both committees with this task, rather than having it as a separate committee