



WIMGA STRATEGIC PLAN 2017 – 2019 (updated 4/22/17)

YEAR ONE

I. COLLECTIVE VOICE

1. **Build the WIMGA Website.**  
Lead – Byron Hacker, Calumet  
Becky Gutzman, Columbia
2. **Revise WIMGA Board Manual.**  
Lead – Jim Culbertson, Marquette  
Rose Kennedy, Racine/Kenosha  
Hali Dessecker, Barron  
Pat Ritchie, Waupaca
3. **Market WIMGA.**  
Lead - Chris Jacobs, Dodge
4. **Revamp Newsletter.**  
Lead – Lynn Caine, Portage  
Chris Jacobs, Dodge
5. **Annual WIMGA Conference, 2017**  
Lead – Vicky Hopp, Washington County

II. STATEWIDE NETWORKS

1. **Promote collaboration among member associations.**  
Lead – Ellen Terwilliger, Eau Claire  
Paul VanDenMerrendonk, St. Croix Valley  
Laurie McGill, Oneida  
Gladys Proctor, Sauk  
Mary Marquis, Marinette  
Don Brill, Outagamie  
Projects Underway: *Speakers' Bureau (website)*  
*2018 WIMGA Conference w/5 assns.*

YEAR TWO

1. **Assess use of Facebook for the the WIMGA Group..**  
Lead -
2. **Develop a Recruitment Program for new WIMGA members.**  
Lead -
3. **Create a Master Gardener Calendar for WIMGA Events.**  
Lead -
4. **Design a "Road Show" to retain/support WIMGA members.**

YEAR THREE

1. **Review alignment between Districts and Board members making certain all counties are represented/included.**  
Lead –



WISCONSIN MASTER GARDENERS ASSOCIATION

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### YEAR ONE

#### II. STATEWIDE NETWORKS (cont.)

2. Create an MGJ Mentoring Program.  
Lead – Al Krause, Dodge

#### III. PARTNERSHIP WITH UW-EXTENSION

1. Be an active partner with UW-EX to facilitate ongoing communication.  
Lead – Becky Gutzman, Columbia  
WIMGA Advisory Committee

#### IV. FISCAL ACCOUNTABILITY

1. Align WIMGA grants to support projects with measurable community impact.  
Lead – Byron Hacker, Calumet  
Verne Gilles, Ashland-Bayfield  
Rosalie O'Connell, LaCrosse  
Doris Magyar, Northeast (Green Bay)  
Laurie McGill, Oneida
2. Initiate a bi-monthly Treasurer's Column for the WIMGA Newsletter that results in providing information for use by local associations' treasurers.

### YEAR TWO

2. Create a Mentoring Program (Pt. 2) for WIMGA Board and Local Representatives.  
Lead – Al Krause, Dodge
3. Design a Statewide MGJ Awards and Recognition Program to Recognize Extraordinary MGJ Projects.  
Lead – Jim Culbertson, Marquette  
Al Krause, Dodge

1. Implement Leadership Conference(s) for officers of our local member associations  
Lead - Rose Kennedy, Racine/Kenosha  
Becky Gutzman, Columbia  
Jim Culbertson, Marquette  
Byron Hacker, Calumet

1. Develop an interactive Treasurers' tool that results in timely q/a.  
Lead – Byron Hacker, Calumet

### YEAR THREE

2. Explore a WIMGA Marketing Program aimed at Millennials.  
Lead – Don Brill

1. Leadership Conferences (Pt. 2)  
Lead -

**Lead** – Byron Hacker, Calumet  
Jackie Shaffer, Waushara