

2021 STRATEGIC PLAN



WCAA

WINDOW COVERINGS
ASSOCIATION OF AMERICA

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Mission Statement

Make available educational and networking opportunities, to encourage a code of ethics for fair practices and to work for the betterment of the window coverings industry.

Vision Statement

WCAA is committed to providing professional networking opportunities virtually and locally; educational opportunities that support the code of ethics and best business practices; and promoting the value and visibility of our professional members within the industry and to consumers.

(Our membership is defined as Students, Interior Designers,
Workrooms, Installers and related Industry Businesses)

I Promote Education

Goal: *Create emphasis on business education leading to strong business practices, codes of ethics and an understanding of safety guidelines*

- A) Publish the safety guidelines from WCMA semi annually
- B) Provide educational webinars with leaders from the industry teaching how to strengthen business practices
- C) Provide educational webinars quarterly for each of member's specialties - Workrooms, Interior Designers and Installers
- D) Provide educational webinars from our Industry Partners on new products and techniques.

II Strengthen Membership

Goal: *Create a plan for inclusiveness of all professionals of the window coverings industry*

- A) Provide communication to expose WCAA to young and second career professionals identifying opportunities within the window coverings industry
- B) Provide inclusiveness and support of all professionals of the window coverings industry
- C) Implement Virtual Networking events throughout the year where members can meet others and break out into small groups
- D) Provide communication and support on member benefits available and where they can be found
- E) Provide our Chapters support, leadership training and speaker resources

III Promote Visibility

Goal: *Provide visibility within the membership, and to the consumer, regarding opportunities to work with a WCAA professional*

- A) Promote visibility to the consumer on the value of working with a WCAA professional
- B) Create a client facing website that promotes our members and provides search capabilities by geographic region
- C) Provide opportunities for our membership to share their products and services within the industry
- D) Identify market segmentation for collaboration
- E) Promote the success and achievements of our members through our marketing and communications

IV Improve Communications, Marketing, and Public Relations

Goal: *Improve communications to achieve more effectively the goals of WCAA, while raising the profile of the organization*

- A) Maintain an updated WCAA "elevator pitch" for commitment to memory by all members of the Board
- B) Provide easy and more visible ways for members to get involved
- C) Create a plan and schedule for regular speaking appearances at local Chapters and other meetings to build organizational awareness
- D) Provide marketing tools to our members through downloadable documents, webinars and special presentations to Chapters
- E) Provide regular communications of member benefits available and where to find them
- F) Participate in conferences, markets and events that will promote WCAA and its members
- G) Use social media and email platforms to organically promote WCAA and its members
- H) Maintain and promote the WCAA website as well as a client facing website promoting our members
- I) Build relationships with Influencers in all industry specialties that can promote the value of WCAA

V Strengthen the Organization

Goal: *Strengthen the organization through formalized pursuit of revenue, professional development, updated guidelines and networking*

- A) Create a long term financial strategy for the investment account
- B) Provide professional development to the Board and staff including training and support
- C) Identify and network with similar organizations to explore collaborative possibilities and identify benchmarking opportunities. Research and attend their conferences
- D) Routinely monitor fiscal procedures for alignment with federal, state and local policies incorporating best management practices
- E) Review National and Chapter bylaws and update when necessary
- F) Survey our members each year on their business and educational needs and any touchpoints in our industry and organization
- G) Review the Strategic Plan at Board and Committee meetings allowing it to guide the organization for future success
- H) Provide an annual 990 to our membership