

NorthWest Houston Romance Writers of America

STRATEGIC PLAN



MISSION

"To promote the professional interests of career-focused romance writers through networking, education and continued support."

VISION

"To be a source of professional development over the continuum of a writer's career."

Strategic Goal #1

The Voice and Advocate of NWHRWA Member Writers

Internal and External Communications

Strategies:

- Newsletter
- Yahoo! Groups, NWHRWA Loop
- Monthly Chapter Meetings
- Internet Social Networking
- Collaborate with RWA National
- Create working relationships with Industry Professionals
- Aid in Grass Roots Marketing
- Create Methods to Combat Piracy

Strategic Goal #2

The Chapter Knowledge Center (Programs and Contests)

Education, Professional Development, Resources and Knowledge in Writing for Publication

Strategies:

- Tape & CD Library
- Chapter Meetings
- Field Trips
- Conference
- Contest
- Critique Boutique
- Critique Liaison
- Judges Training

Strategic Goal #3

Successful Chapter Operations (Executive Board and Committee Chairs)

Member Growth

Long-Term Membership Retention
Create and Maintain a Working Platform for Chapter Identity

Strategies:

- Increase Member Involvement
- Leadership Development Academy. Develop Future Leaders Desiring to Move Up
- Chapter Outward Exposure and Publicity
- Inter-Chapter Communications

Strategic Goal #4

The Model Association (under the RWA umbrella)

Leadership, Staff, Resources and Structure

Maintain and Protect the Chapter Charter

Strategies:

- Leadership Succession and Training with Intent to Govern and Advance Up
- Annual Financial Audit
- Annual Review of Chapter Bylaws
- Annual Review of Policies and Procedures

VALUES

- Instill Excellence
- Free Exchange of Ideas, Knowledge, and Career Options
- Future Focused
- Foster Professional Integrity

*2010 Executive Board, NWHRWA
One-Page, Three Year Strategic Plan*