

SCWA 2021 Business Plan

Mission: To provide a supportive environment to help people become better writers.

SCWA provides three primary services to meet its mission:

1. **Association** – networking, interaction of members (via chapter or critique group), events, communications, website (as a portal and a promotional tool).
2. **Education** – knowledge transfer, expertise sharing, skills development through workshops and conferences.
3. **Publication** – submission, digital/print, review/revision/reading opportunities of SCWA owned publications and either direct or sponsored contests.

SCWA employs the following general strategies:

1. **Volunteer, member engagement** – the active involvement of members in directing, developing and delivering programs and services.
2. **Creating value** – ensuring that programs and services are value-adding to members in return for affordable, competitive membership fees.
3. **Broad appeal** – servicing members and the public across all literary genres, geographies, demographic groups and level of writer.
4. **Diversified funding sources** – using membership fees, program fees and grants to responsibly operate the organization.
5. **Partnerships** – Establishing partnerships with literary related organizations to improve member services.
6. **Leadership** – being a leader in the writing community, utilizing professional leadership for organization expertise and member development.

2021 Objectives and action plans:

- Grow membership to 400 – membership campaign.
- Grow grant funding to a balanced source of revenue – increase grants to 30%.
- Deliver high-quality E&E and Conference programs on budget – per plans.
- Advance board development – capability across all areas; diversified; path to governing board – fill gaps, balance workloads, actively recruit and plan for 2022 succession.
- Complete phase 2 website project – Q2.
- Successfully publish CFS and TPR – per existing schedule.
- Complete partnership project – per project plan; evaluate changes for SCWA in Q3.

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