



Strategic Plan (2019-2024)

<p>Mission Statement:</p> <ul style="list-style-type: none"> The Wisconsin Religious Collaborative exists to provide a sustainable membership organization that promotes good stewardship by sharing resources and professional expertise in finance, management, pastoral care, governance, and other areas in order to sustain mission and meet the needs of individual religious institutes and their members. <p>Vision Statement:</p> <ul style="list-style-type: none"> It is our hope that developing a structure to foster collaboration in internal governance and management functions will allow leaders and members to give their energy, time, and attention to mission. 		
<p>Goal 1: Establish and implement two to three service programs or projects able to provide management assistance in requested (by the member Institutes) areas of need.</p>		
<p>Objectives:</p> <ol style="list-style-type: none"> Increase efficiency and ease burden of member institutes. Increase membership. Increase potential non-member dues revenue streams. 		
<p>Strategies:</p> <p><u>Critical (1 year)</u></p> <ul style="list-style-type: none"> Travel to the 9 institute leadership offices to begin to get to know the member institutes Develop a plan to assess needs and identify services member institutes might provide Establish 2 to 3 service programs based on member needs assessments Establish infrastructure for WRC office/management Establish WRC branding and website presence 	<p><u>Intermediate (1-3 years)</u></p> <ul style="list-style-type: none"> Visit each institute leadership office at least once each year to assess need and value Establish 3 to 5 additional service programs based on member needs assessments Establish network of resources and partners Assess and evaluate 	<p><u>Long-term (3-5 years)</u></p> <ul style="list-style-type: none"> Visit each institute leadership office at least once each year to assess need and value Establish 3 to 5 additional service programs based on member needs assessments Assess and evaluate areas
<p>Goal 2: Recruit and incorporate at least one to two additional member Institutes.</p>		
<p>Objectives:</p> <ol style="list-style-type: none"> Increase potential collaboration opportunities and benefits by expanding the pool of participants. Increase dues revenue to finance member programs and enable development of programs that can provide non-dues revenue streams. 		
<p>Strategies:</p> <p><u>Critical (1 year)</u></p> <ul style="list-style-type: none"> Seek opportunities to present information about the WRC to interested religious institute leadership teams with invitation to consider membership Present updates at LCWR regions and other groups including treasurers, communicators, etc. and distribute news releases through communicators network Provide member institutes with material to share with other institutes and individuals 	<p><u>Intermediate (1-3 years)</u></p> <ul style="list-style-type: none"> LCWR, RCRI, and additional presentations Assess and evaluate 	<p><u>Long-term (3-5 years)</u></p> <ul style="list-style-type: none"> LCWR, RCRI, and additional presentations Assess and evaluate

<ul style="list-style-type: none"> • Implement marketing and branding tools including website and blog to increase awareness and provide information • Meet regularly with regional non-member institutes 		
Goal 3: Share information and presentations about the Wisconsin Religious Collaborative with other regions of LCWR and RCRI.		
Objectives: <ol style="list-style-type: none"> 1. Increase awareness to drive membership and larger potential collaboration opportunities. 2. Establish connections and identify potential collaborations and solutions to further benefit members. 3. Become a model for religious institutes facing leadership or management challenges. 		
Strategies: <p style="text-align: center;"><u>Critical (1 year)</u></p> <ul style="list-style-type: none"> • Attend and present at LCWR 9 regional meeting, WITRI, etc. • Meet with non-member regional institutes • Present to religious institutes by invitation • Attend RCRI national meeting • Create website and track usage • Distribute news releases when relevant 	<p style="text-align: center;"><u>Intermediate (1-3 years)</u></p> <ul style="list-style-type: none"> • Publish case studies and white papers in regional and national publications • RCRI news in brief • NRRO monthly newsletters • Global Sisters Report 	<p style="text-align: center;"><u>Long-term (3-5 years)</u></p> <ul style="list-style-type: none"> • Webinars
Goal 4: Seek additional grant funding in support of the Collaborative.		
Objectives: <ol style="list-style-type: none"> 1. Ensure financial sustainability. 2. Increase resource bandwidth for developing programs and supporting member collaborations. 		
Strategies: <p style="text-align: center;"><u>Critical (1 year)</u></p> <ul style="list-style-type: none"> • Research potential funding bodies 	<p style="text-align: center;"><u>Intermediate (1-3 years)</u></p> <ul style="list-style-type: none"> • Submit grant application(s) • Report progress to grants 	<p style="text-align: center;"><u>Long-term (3-5 years)</u></p> <ul style="list-style-type: none"> • Identify additional funding opportunities • Report progress to grants
Goal 5: Explore whether Canonical Status as a Public Juridic Person would enhance the services available to member institutes.		
Objectives: <ol style="list-style-type: none"> 1. Increase awareness and legitimacy to drive funding and membership. 2. Increase potential benefits offered for members and non-member revenue streams. 		
Strategies: <p style="text-align: center;"><u>Critical (1 year)</u></p>	<p style="text-align: center;"><u>Intermediate (1-3 years)</u></p> <ul style="list-style-type: none"> • Begin research and identify resources/experts 	<p style="text-align: center;"><u>Long-term (3-5 years)</u></p> <ul style="list-style-type: none"> • Develop recommendation

Measurements

	2020 Goal	2020 Actual	Notes
1. Membership number	11	9	<i>Ongoing discussion with Racine Dominicans and remain in touch with Sisters of the Resurrection, Chicago</i>
2. Programs offered	3	3	IT Roundtable call; Ongoing Formation Roundtable; Preferred Vendors
3. Grants received	2	0	<i>Completing FSPA grant request, then continue work on others</i>
4. Non-dues revenue streams	2	0	<i>Continuing consideration of pricing models for Preferred Vendor access as well as IT and OF programs</i>
5. Exposure (presentations, publications, meetings)		<i>Creating baseline</i>	<i>RCRI panel; LCWR 9 report, Communicators, Blog</i>
6. Website usage		<i>Creating baseline</i>	(see table below)

Website Analytics

	Dec-20	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
Users	51	18	48	20	195	338	27	48	41	71	148
New Users	50	18	44	11	173	323	21	38	37	53	135
Sessions	53	19	64	37	346	413	29	70	50	107	288
Page views	200	44	347	246	2,186	1,403	142	316	221	740	2,021
Avg Session Duration	1:04	0:33	3:17	5:02	5:56	2:02	3:12	2:43	2:13	5:26	5:19