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**WASHINGTON ASSOCIATION OF EDUCATIONAL OFFICE  
PROFESSIONALS**

**STRATEGIC  
PLAN**

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*Adopted by the WAEOP Board of Directors, August 20, 1994*

*Revised May 31, 1997*

*Revised April 19, 2002*

*Revised April 18, 2007*

*Revised February 7, 2009*

*Revised April 2015*

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## WAEOP Core Values

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1. We value each individual and the whole group.
  2. We value the diversity of members.
  3. We support continuing education that motivates, mentors and creates office leaders.
  4. We encourage excellence through awards/scholarships.
  5. We support school communities.
  6. We value accurate, timely, consistent communication.
  7. We recognize members.
  8. We support members.
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***Mission: “We create inspiring opportunities for all office professionals to attain excellence by working together, strengthening relationships, developing leaders and encouraging lifelong learning.”***

***Vision: “Encouraging, supporting and empowering educational office professionals – creating leaders of tomorrow.”***

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## Over Arching Strategies

### **Strategy A**

**Increase WAEOP membership through recruitment, retention and service using a membership committee.**

#### **Plan of Action**

##### **Recruitment**

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- Personal touch; follow up
  - Make people feel included, valued and needed
  - Target potential members
  - Marketing
  - One-year Associate Memberships given in all geographical areas
  - Article in WASA/WSSDA/AWSP/WASBO
  - Invite administrators to purchase membership for office professional
  - Personal contact with inactive members
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##### **Retention**

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- Value relationships, diversity, unique styles, situations
  - Continuing education, including leadership and mentorship opportunities
  - Personal contact before/or after membership lapses
  - Recognize membership longevity
  - Include members on committees; make them feel valued and needed
  - Recognition of affiliates and committee members
  - Free membership drawing
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##### **Serve and Support Excellence**

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- Board members more accessible to the membership
  - Area Directors at local events
  - Leadership Training
  - Affiliate mentorships
  - Recognition/awards
  - Outreach, support networking
  - Align with educational organizations
  - Service and humanitarian efforts
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## **Strategy B**

### **Focus on education/training/leadership options to meet member needs**

#### **Plan of Action**

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#### **Professional Development Days**

- At least one in each area yearly
- Involve local affiliates/members
- Team of Two (Administrator/Secretary)

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#### **Conferences**

- Friday/Saturday format for conference; board meeting on Thursday
- Personal contact with local affiliates/members to help host
- Address all ages, levels of experience, work areas; include leadership classes
- Celebrate PSP recognition at spring conference
- Continuing Education chairman assist with workshop sessions
- Recognize and include all members
- Include students, if possible; value retirees

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#### **Fall Summit**

- Schedule the same weekend each year (in-service day)
- Friday/Saturday format; board meeting on Thursday
- Provides education credit (in-depth classes)
- Leadership classes
- Hands-on technology classes
- Recognize and include all members
- Investigate school/university sites
- Include students, if possible

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#### **Incorporate Traditional and Emerging Technologies**

- Webinars
  - Workshops, conference and institute
  - Small gatherings (i.e. area workshops)
  - Encourage members to facilitate
  - Leadership training – in person, through webinars
  - Include networking, jobs alike
  - Utilize tools – handwritten notes, Facebook, social media
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## **Strategy C**

### **Focus on responsibilities and training of WAEOP Board members**

#### **Plan of Action**

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- Training of Board members
  - Communicate responsibilities for each board member
  - Annual board training held in the spring/summer
  - Area Director training held yearly
  - Handbook reviewed and updated annually
  - Extend personal invitation to members to attend board meetings
  - Appoint committee members from different areas in the state
  - Appoint presidential advisor from the Past President group
  - Reimbursement of expenses for board committee meetings as per current board expense guidelines.
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## **Strategy D**

### **Increase effective, timely and accurate communication with members.**

#### **Plan of Action**

##### ***WAEOP News***

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- Publish synopsis of board minutes.
  - Add tips and skills section to *WAEOP News*
  - Less board focus; more member focus
  - Make an electronic copy of *WAEOP News* available to members
  - Member articles/stories
  - Contact affiliates for articles
  - Information release from/for board/members
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##### **Website**

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- Publish synopsis of board minutes
  - Add tips and skills section
  - *WAEOP News*
  - Area Director newsletters
  - Members Only section for forms
  - Information release form for board/members
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##### **Use Social Media to Recognize Excellence through:**

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- Affiliates
  - Area Directors
  - Facebook
  - *WAEOP News*
  - Website/Public Relations (local media)
  - Marketing and branding – our organization and ourselves
  - Outreach with school guidance
  - Involve previous scholarship and award recipients
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# Objectives

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## **Objective 1**

**The association will provide information about available board positions and expectations within the WAEOP structure.**

### **Plan of Action**

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- Establish procedures/standard expectations that will be consistently followed.
  - Regularly address areas in need of attention, refinement, update.
  - Duties of all open board positions and guidelines for applying for the upcoming election shall be published in the spring/summer issue of *WAEOP News* and on WAEOP website.
  - A brief description of duties for each WAEOP Standing Committee (including a contact name and phone number) shall be published in *WAEOP News* and on website.
  - Board meeting dates, times and places shall be advertised in all WAEOP newsletters and on website. The notice shall also state that meetings are open to all members.
  - All members who worked on a committee during the recently concluded WAEOP year shall be recognized in the spring/summer issue of *WAEOP News*.
  - Develop a packet to be distributed to all members containing information about WAEOP, conferences, institutes, by-laws, job descriptions and responsibilities of board positions and committees and include on website. General NAEOP information should also be included.
  - At time of first printing, distribute packet to all current members electronically and then give to new members when they join. Include a copy of the current WAEOP brochure and information about the association's website.
  - May include special items such as WAEOP membership pin.
  - Area Directors' newsletters will be distributed to all members and potential members in their areas using email and the web whenever possible.
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## **Objective 2**

**The association will develop plans for providing ongoing training of current officers and for the transition and training of incoming officers. Implement an annual training retreat for Area Directors and provide annual leadership training for affiliate officers.**

### **Plan of Action**

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- Establish a separate transition meeting whereby outgoing elected or appointed officers may meet with the officer assuming the same position on the Board.
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**Objective 3**

Maintain an educational institute and promote other educational options for college credit/clock hours and Professional Standards points.

**Objective 4**

Improve membership involvement.

**Objective 5**

Increase school districts' awareness of WAEOP programs and services and encourage their support.

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