

2022-2023 House of Delegates Task Force Charter

Task Force Title: WEF MA Strategic Plan Rollout

Task Force Duration: 12 months

Maximum Task Force Membership: 15 Delegates

Task Force Rationale:

With the release of WEF's new strategic plan in WEFTEC 2022, there will be a need to distill the relevant contents of this plan to the Member Associations. This task force will strategize how best to connect WEF's strategic plan to Member Associations. While we assume that WEF already has a comprehensive communication plan for WEF membership, this Task Force will focus on effective communication of relevant actions out of the plan to Member Associations.

Task Force Goals:

Phase One: Connecting WEF's Strategic Plan to Member Associations (3 months)

1. Highlight all content from the strategic plan that should be directly relevant to MAs.
 - a. What does WEF's strategic plan mean to MAs?
 - b. What can MAs do to incorporate applicable values, goals, etc. from the strategic plan?
2. Deep dive into the strategic plan and determine how best MAs can support it.
3. Highlight specific tasks, actions, initiatives, and priorities for MAs that will come out of the plan.

Phase Two: Communicating WEF's Strategic Plan to Member Associations (9 months)

4. Coordinate with WEF's communication staff to provide insight to staff pertaining to outreach to MAs and receive guidance from staff on how best to align our strategy with their own.
5. Provide guidance on how best to communicate relevant actions out of WEF's strategic plan to MAs.
6. How can delegates be ambassadors for the contents of WEF's strategic plan to their respective MAs?

Task Force Deliverables:

1. List of tasks, actions, initiatives, and priorities for MAs that will come out of the plan that delegates can provide to their respective MAs.
2. In concert with WEF's Communications Team, products and proposed products (videos, flyers, memes, posters, etc.) to support actions from the WEF's Strategic Plan that apply to Member Associations.
3. List of any other outcomes from all the efforts of the Task Force to meet the stated goals.
4. Power Point presentation of outcomes at WEFTEC 2023.
5. Quarterly reports of Task Force progress, due one month prior to the due date for HOD quarterly reports to the WEF Board of Trustees.
6. First quarterly report to include outcomes from Phase 1.

Task Force Co-Chair: Bill Davis

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Task Force Vice-Chair: Mandy Sheposh

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Proposed Members to include fifteen delegates interested in accomplishing the goals of this Task Force.

Task Force Schedule of Deliverables:

Speaker of the House Report Dates:

- Mid-Year – Date TBD
- Spring – Date TBD
- Summer – Date TBD
- Final – Date TBD

Internal Review Deadlines: To be determined by Task Force Co-Chairs.

Task Force Schedule of Conference Calls: Monthly (Day to be determined)

Task Force Member Expectations:

Duties and Responsibilities of Task Force Co-Chairs:

- Act as a liaison for HOD Steering Committee and Speaker of the House.
- Preside over the initial Task Force meeting at WEFTEC.
- Conduct Task Force progress meetings via conference call.
- Appoint Subgroup Leaders.
- Prepare quarterly written reports for the Speaker of the House describing the progress of the Task Force.
- Appoint presenters for the HOD meeting at each WEFMAX.

- Take minutes during the monthly meetings and distribute an action item list following the meeting.

Duties and Responsibilities of all Task Force Members:

- Serve as a representative for your MA or interest group (DAL) during discussions.
- Participate in Task Force calls on a regular basis.
- Be prepared for monthly meeting and responsive to email requests.
- TBD by Task Force

Task Force Roster: TBD