



2018-20 Strategic Plan Summary

Introduction

The Writer's Center (TWC) recently undertook a strategic planning process, culminating in a comprehensive vision and mission statement. Approved in November, 2018, the Strategic Plan reaffirms TWC core values and steps for implementation.

Below is a brief overview of the goals TWC has set to ensure that we realize our collective vision, namely, supporting and enhancing TWC's role as a bustling literary hub.

Mission Statement

TWC's new mission statement is the yardstick by which every decision, by TWC's board and staff, will be measured:

TWC empowers writers, and those who aspire to write, through workshops, events, and creative collaboration. We also support and celebrate those who publish.

Guiding Intentions/Vision Statement

TWC has identified five intentions underlying the implementation of its Strategic Plan:

- TWC sparks creativity, fosters creative collaboration and builds communities of writers.
- Everything TWC does, and will do, aligns with and supports its mission statement.
- TWC is committed to inclusion, accessibility and diversity.
- TWC actively assesses and incorporates modern, relevant workshops and events and the delivery thereof.
- Publishing *Poet Lore* is an integrated part of TWC's mission. Programming and marketing will include a clear co-branding strategy.

Goals (through FY 2020)

GOAL ONE: Broaden TWC's constituency, programming, and brand.

TWC will benefit from a more deliberate approach to its workshop offerings, events locations, and instructors, with an eye toward increasing diversity, accessibility, and inclusion both in its services and constituency.

This approach will mandate creating and implementing a comprehensive integrated marketing plan, including: TWC's membership program; space rentals; conferences/events; *Poet Lore* subscriptions and readership; and strategic partnerships. TWC will launch an updated website, visually reflecting TWC's vibrancy, and incorporating robust functionality, to improve end-user experiences.

GOAL TWO: Strengthen internal capacity and organizational sustainability.

Following months of much-needed building renovations and several transitions of key staff members, TWC is poised to first consolidate its financial position, then to grow. Strategies for building and maintaining solid financial sustainability include building a new development plan; increasing TWC's existing endowment; creating a facilities plan for building maintenance and improvements; and reviewing/revising relevant Board Governance policies.

Ongoing Strategic Plan Review and Evaluation

TWC's Executive Director, staff, and the Strategic Planning Committee will conduct an ongoing review to track progress and course correct, when necessary. A written progress report will be distributed with progress highlights.