

# Washington State Council Horizon Plan for 2006-2007

The Washington Council of NAIW will work to align our committees into Focus Teams to serve the needs of our Horizon Plan and to align with the NAIW Horizon Plan and Focus Topics of Literacy and Cyber Crime Prevention. The Focus Team chair will provide a contact point for questions or concerns by Washington Council of NAIW members.

The Washington Council of NAIW Horizon Plan is a working document to be reviewed and adjusted annually by the State Director, Focus Team Chairs and Local Presidents at the Association Forum, where Focus Teams will create an action plan for each goal.

## Horizon 1 – MEMBERSHIP

Washington Council of NAIW will increase our membership diversity by career levels and functions:

### Short Term Goal:

1. Explore options to expand membership base in areas expressing interest in NAIW, through Members at Large or New Associations
2. Increase Member At Large in outlying areas
3. Organize at least one new local association during 2005-06 Term

### Long Term Goals:

1. Growing each local association total membership count by at least one each year. “The power of one” is retaining current membership count, plus one member)
2. Diversify our membership by gender, age, occupation and ethnicity.

## Horizon 2 – EDUCATION

Washington Council of NAIW will promote education programs basing our focus on:

1. Leadership and Personal Development including Ethics.
2. Industry Education with varying topics including Life/Health issues, Benefits, Risk Management and Property and Casualty.
3. Develop and maintain a speaker list including a list of NAIW certified instructors.

### **Horizon 3 – LEADERSHIP DEVELOPMENT**

Washington Council of NAIW will become known for the development of leadership skills our members can use within NAIW and their careers.

1. Sponsor one or more State Leadership Day each year.
2. Promote leadership programs at the local associations.

### **Horizon 4 – BENEFICIAL PARTNERING**

Washington Council of NAIW will develop relationships with other organizations and associations that are mutually beneficial.

#### Short Term Goal:

1. Examine how to recognize Corporate Partners at a State Level

#### Long Term Goals

2. Recognize our local corporate sponsors at the state level.
3. Encourage recognition of National corporate sponsors at local levels.
4. Partner with other industry organizations for events such as All Industry Day at the Capital.

### **Horizon 5 – TECHNOLOGY**

Washington Council of NAIW will optimize the use of technology to maximize membership benefits and increase visibility to the industry.

#### Short Term Goal:

1. Develop a working email distribution list

#### Long Term Goals:

1. Maintain website and further develop.
2. Increase use of electronic communication (i.e. email, teleconferencing, NAIW chat room) between the State leaders and membership.