

# Waukesha County Nutrition Coalition

## Strategic Plan Summary (Revised November 2013)

**Mission:** Through collaboration, cooperation and information-sharing, the Waukesha County Nutrition Coalition (WCNC) works to prevent hunger and food insecurity, provide information and education on nutrition issues and promote policies that achieve food security while honoring the dignity of those we serve.

| WCNC Goals   | WCNC Components   | WCNC Outcomes   |
|--|---|---|
| <ol style="list-style-type: none"> <li><b>1. Strengthen the network of agencies committed to issues related to nutrition and hunger.</b></li> <li><b>2. Educate the WCNC members and the community about hunger and nutrition issues and best practices in service delivery.</b></li> <li><b>3. Increase awareness and use of community resources to help individuals and families.</b></li> </ol> | <p><b>Strengthen network:</b></p> <ul style="list-style-type: none"> <li>▪ Increase WCNC name recognition in the community.</li> <li>▪ Increase representation of pantries, community organizations, and government.</li> <li>▪ Use WCNC to support individual agencies' drives, events and initiatives.</li> <li>▪ Use multiple means to keep members informed and involved.</li> </ul> <p><b>Educate members and community:</b></p> <ul style="list-style-type: none"> <li>▪ Continue to share research-based information.</li> <li>▪ Schedule guest speakers.</li> <li>▪ Stay apprised of new issues working with Hunger Task Force and other policy research groups.</li> </ul> <p><b>Increase resource awareness:</b></p> <ul style="list-style-type: none"> <li>▪ Share agency updates and resources at monthly meetings</li> <li>▪ Provide opportunities for collaboration on related projects.</li> <li>▪ Maintain and update the Food Directory annually.</li> <li>▪ Maintain the website to meet the needs of members and the community.</li> <li>▪ Share grant information and encourage collaboration on grants.</li> </ul> | <p><b>Outcome #1:</b> High quality, well-functioning coalition as measured by an annual collaboration survey administered to active members.</p> <p><b>Outcome #2:</b> Improved capacity of member organizations to operate high quality services as measured by monthly feedback questionnaires.</p> |