

Strategic Plan

January 2025 - December 2027



Key Initiatives

1

Solidify and Expand Brand Awareness



Improve Brand awareness of legacy programs and solidify the understanding of Wyo Wonders as WAIC's curriculum throughout the state.

- **Priority:** Clarify and promote how Wyo Wonders is powered by WAIC
- **Priority:** Focus on further engaging and retaining counties throughout Wyoming to utilize Wyo Wonders
- **Priority:** Ensure the legacy programs are well-funded, allowing for their growth and ability to thrive

2

Provide Quality and Holistic Educational Experiences



Contribute an interactive and challenging educational experience, by ensuring the continuation of a quality curriculum that accurately reflects Wyoming's core values through critical thinking and place-based learning.

- **Priority:** Demonstrate the continuation of quality Wyoming-Based Curriculum
- **Priority:** Provide high-level professional development workshops to statewide educators
- **Priority:** Continue to focus curriculum content geared towards Elementary aged children

3

Develop Strategic Financial Sustainability and Health

Institute a strong financial plan that achieves funding for future strategies while ensuring wise stewardship of current donor funds.

- **Priority:** Achieve long-term financial sustainability and independence
- **Priority:** Cultivate and maintain healthy donor relations; practice a culture of philanthropy
- **Priority:** Continue budget and financial best-practices

4

Build an Empowered Organizational Culture

Create and embody an empowered organizational culture with engaged employees and board members who passionately share our mission.

- **Priority:** Ensure an empowered employee experience for our team members
- **Priority:** Foster a collaborative team culture
- **Priority:** Enhance the Board of Directors engagement, involvement and retention