

WAMA STRATEGIC PLANNING GOALS

1. Professional Development

Goal 1.a. Provide networking and educational opportunities for airport personnel and affiliates in Washington State.

Action Items:

- Share knowledge and information among members.
- Host annual conference.
- Host WAMA airport tours.
- Provide WAMA Waypoints.
- Provide mentorship for existing airport staff looking for growth opportunities. Explore development of WAMA mentorship program.
- Support understanding of emerging technologies.

Goal 1.b. Establish and maintain relationships with academic and vocational programs.

Action Items:

- Conduct outreach efforts to existing aviation programs.
- Review WAMA student membership dues level.
- Provide WAMA scholarship program and facilitate internships at Washington airports
- Provide mentorship opportunities to aviation program students.

2. Legislative Action

Goal 2.a. Monitor rulemaking and inform membership.

Action Items:

- Continue to employ WAMA lobbyist.
- Maintain legislative committee.

Goal 2.b. Educate and where appropriate, advocate for policy positions on behalf of WAMA membership.

Action Items:

- Develop guidance for board and membership (when to educate / when to advocate)

Goal 2.c. Establish and maintain relationships with key legislators and policy makers.

Action Items:

- Maintain relationships with: WSAA, WSDOT, State Aviation Caucus, etc.

3. Organizational Efficiency

Goal 3.a. Manage WAMA in a financially sustainable manner.

Action Items:

- Ensure that membership dues support WAMA operating budget.
- Ensure that the annual conference supports itself.

- Monitor and update membership management software as needed.
- Ensure priorities are balanced with resources.

Goal 3.b. Provide effective governance and staffing for WAMA.

Action Items:

- Plan for board succession and continuity.
- Plan for organizational growth by:
 - Increasing ED hours.
 - Transitioning to a paid bookkeeper.
 - Maintaining a paid lobbyist.
 - Maintaining a paid webmaster.

Goal 3.c. Maintain effective committees for WAMA.

Action Items:

- Ensure committee structure reflects the goals and priorities of WAMA.
- Utilize committees to implement WAMA's strategic plan goals and action items.