

“To Ensure the Future of the West Virginia Institute for Spirituality”

**A Three-Year Strategic Plan for the West Virginia Institute for Spirituality
Effective January 1, 2023 to December 31, 2025**

**Approved by the West Virginia Institute for Spirituality Board of Directors
On October 20, 2022**

This strategic plan was approved by the West Virginia Institute for Spirituality Board of Directors on October 20, 2022 with the starting date of January 1, 2023 and ending date of December 31, 2025.

I-The Ministry

To increase the number of participants in WVIS Sponsored Programs.

A. Strategies

1. Ask and listen as to new and existing programs to be offered at the WVIS headquarters, satellites, faith-based locations, and on line. [L] [SEP]
2. Continue with our marketing plan and advertisement – using print, non-print and technology resources. [L] [SEP]

B. Action Steps

1. Plan programs designed to attract new and returning audiences for WVIS Programs.
2. [L] [SEP] Collect program evaluation data to determine the design and delivery of future WVIS programs. [L] [SEP]
3. Develop and distribute a Calendar of Events to be published in the Newsletter, Facebook and other media - about the programs that will be offered during the coming months and year.

C. Benchmark of Success

Participation in the total number of WVIS Sponsored Programs will be recorded quarterly

II-The Facilities

To maintain, replace, and upgrade the Headquarters of WVIS.

A. Strategies

1. Develop a prioritized maintenance plan to make needed repairs, replacements and upgrades. [L] [SEP]
2. Continue monitoring the technology of the WVIS Headquarters to increase delivery of WVIS programs and ministry using technology to the best of our ability. [L] [SEP]

B. Action Steps

1. Ensure the annual budget of WVIS allocates funds to cover the prioritized maintenance plan of planned and unplanned repairs, replacements and upgrades.
2. Create and publish a “Wish List” for prospective donors related to repairs, replacements and upgrades.
3. Review and revise on an ongoing basis the technology at WVIS and upgrade as necessary. [L] [SEP]

C. Benchmark of Success

Funding for repairs, replacements and upgrades will come from donors who designate their financial support to WVIS for specific items on the annually published “Wish List.”

III-Fund Raising [L] [SEP]

To review and revise the current plan for fund raising.

A. Strategies

1. Create, update and add to the “Wish List” for prospective donors. [L] [SEP]
2. Build the financial reserves of WVIS to anticipate future operational costs. [L] [SEP]

B. Action Steps

1. Create and publish guidelines for our endowed program(s). [L] [SEP]
2. Offer scholarship funds to increase participation in WVIS Programs. [L] [SEP]
3. Create a donor recognition program
4. Publish an annual report in the Fall of each year

C. Benchmark of Success [L] [SEP] The financial reserves will be measured each year by marking the numbers on the report

