2010 Fall Strategic Leadership Retreat Responses

How does NACWA ensure its relevancy going into the future?
Responses related to membership, communication and social media . . . .
“Use technology to engage those unable to travel.”
“Embrace technological changes and be prepared to leverage technology in outreach activities.”
“Increase marketing efforts and develop more sophisticated communications methods, including social media.”
“Hire communications staff.”
“Ensure that the “next generation” understands the benefits of NACWA and the important role that it plays.”
“Consistently communicate NACWA’s value.”
Ultimately...

“We must be prepared to embrace change.”