

*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.”